

LIFE

**BIGGEST CRUSADE'S BIG START:
BILLY GRAHAM IN NEW YORK**

**NORMAL VISION: 2% HAVE IT,
98% TRY WAYS TO GET IT**

**K. OF C. HONOR GUARD
AT ORDER'S BIRTHPLACE**

20 CENTS

MAY 27, 1957



Best things that ever happened to Hamburgers and Hot Dogs!

Kids spread on Heinz Hamburger Relish and Hot Dog Relish with a heavy hand because they taste so good. But just a touch of either works wonders. The first is rich with red-ripe *tomato* flavor. The other, nippy but mild with smooth Heinz *Mustard*. And both, chock-full of crisp Heinz chopped pickle, go a long, long way.

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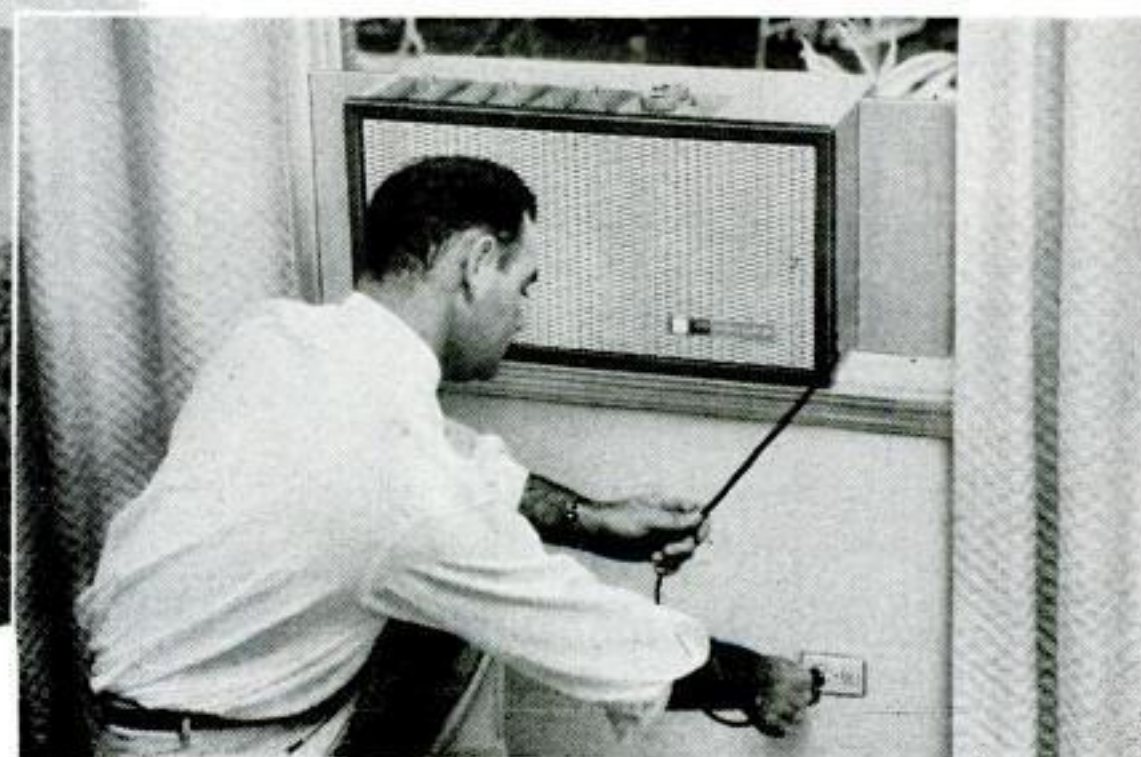
Install the $\frac{3}{4}$ -hp Philco Bantam 12 in only 15 minutes. You can even do it yourself! Then sit back and forget about heat and humidity.

There's never been anything like the Bantam 12. It does everything bulky, old-fashioned air conditioners can do. Yet all this comfort and compactness costs less than most ordinary $\frac{3}{4}$ -hp units.

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LOOK AHEAD... *and you'll choose* **PHILCO.**



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JACK-IN-THE-PULPIT

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A Knights of Columbus honor guard, celebrating the order's 75th year, stands on the steps of St. Mary's Church in New Haven where the organization was founded (see pp. 54-67)

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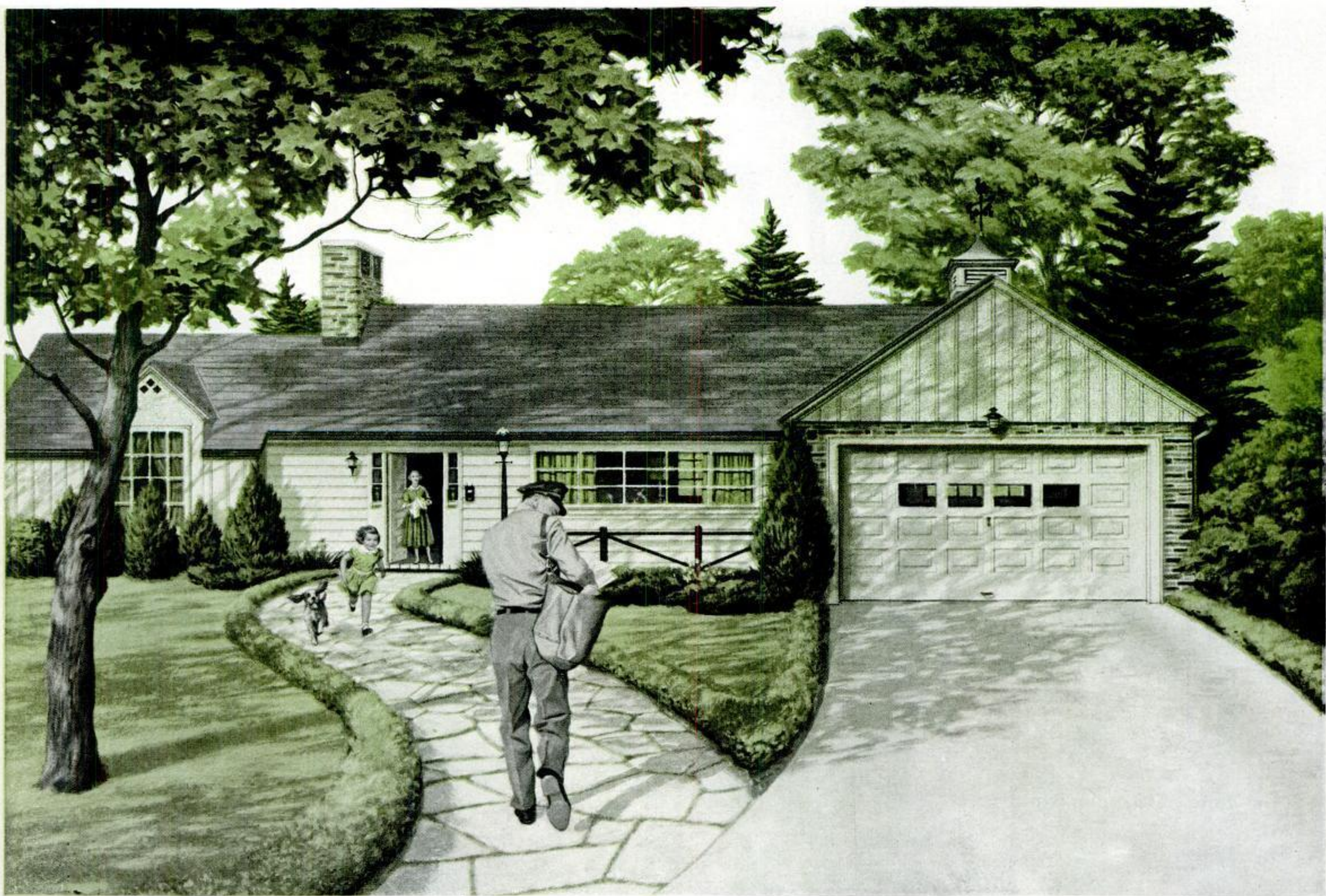
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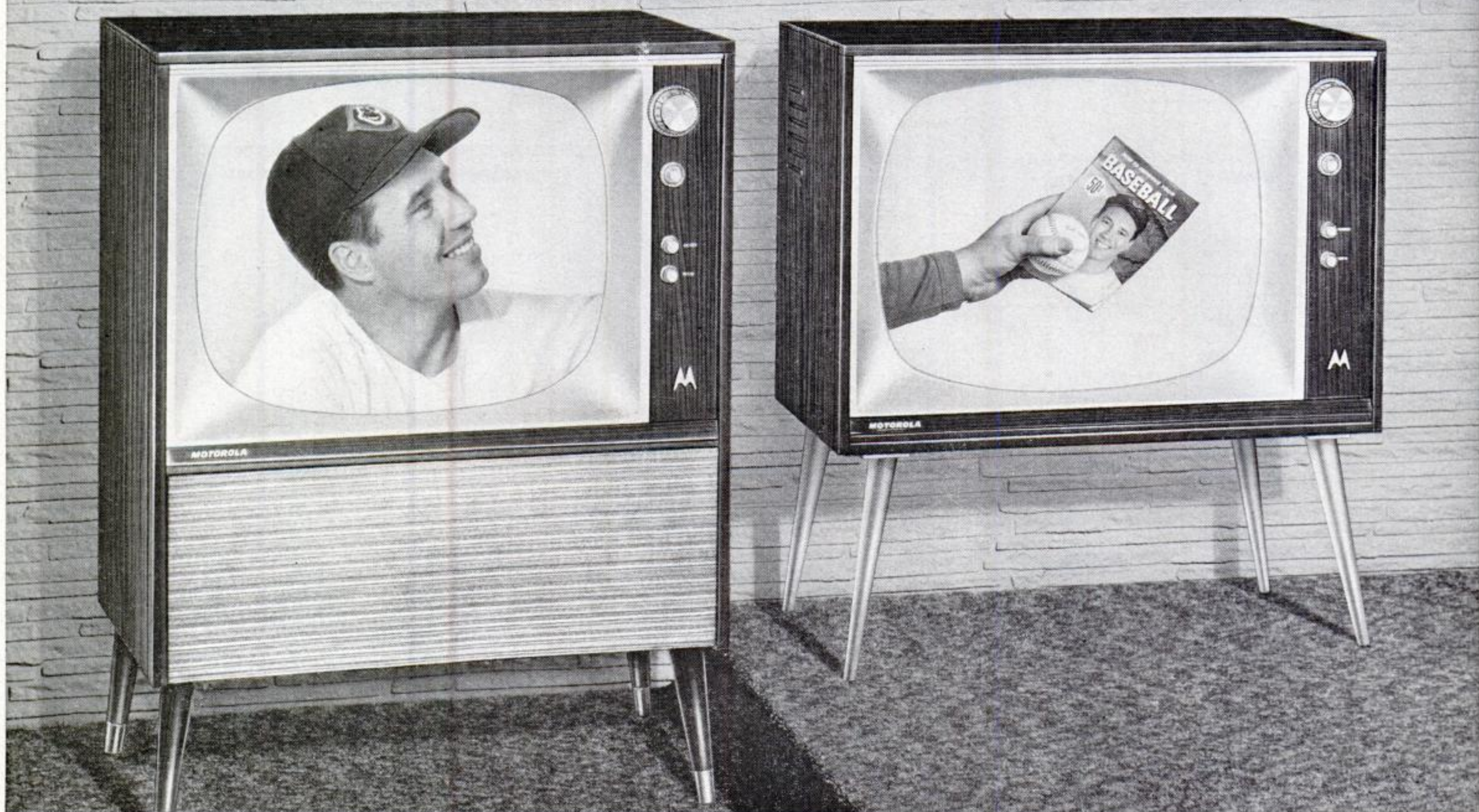
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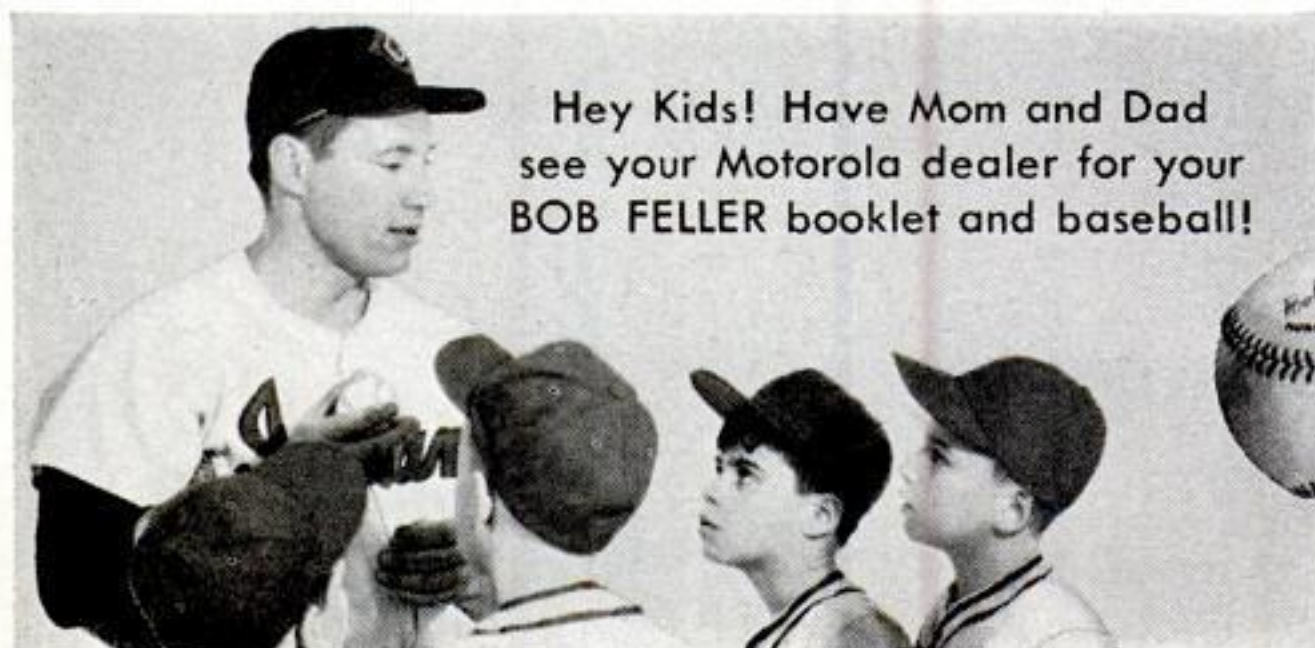
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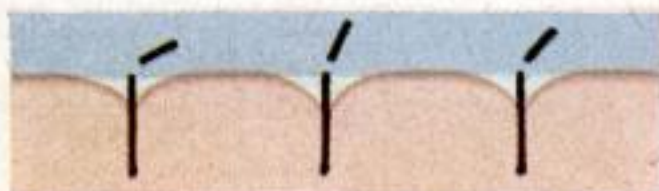
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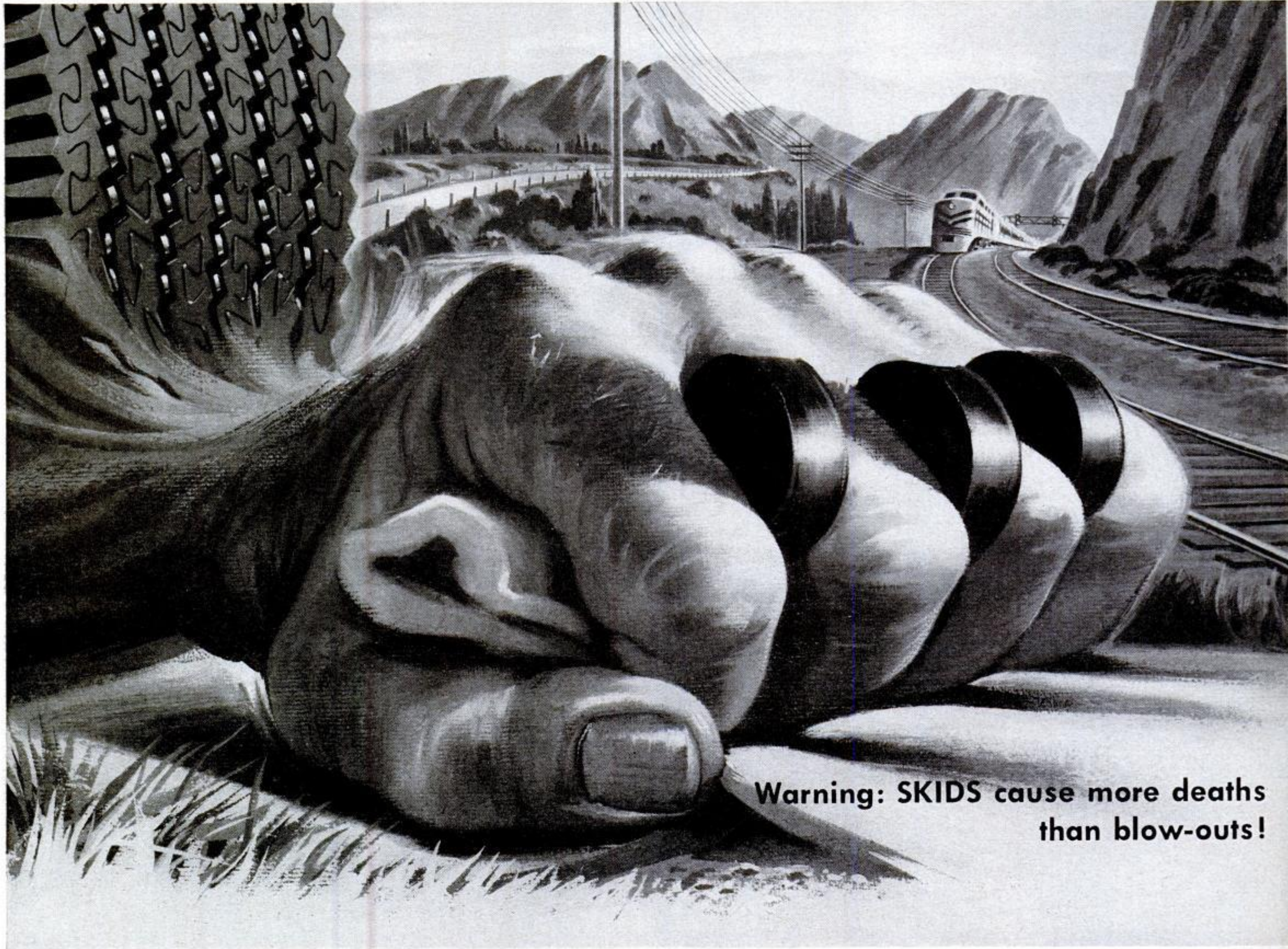
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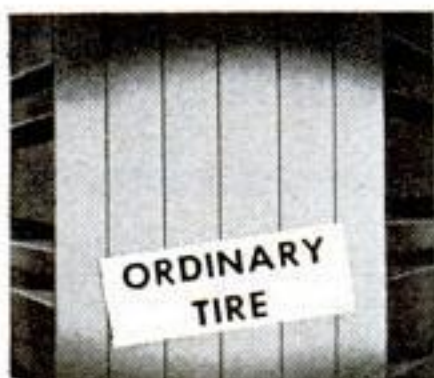
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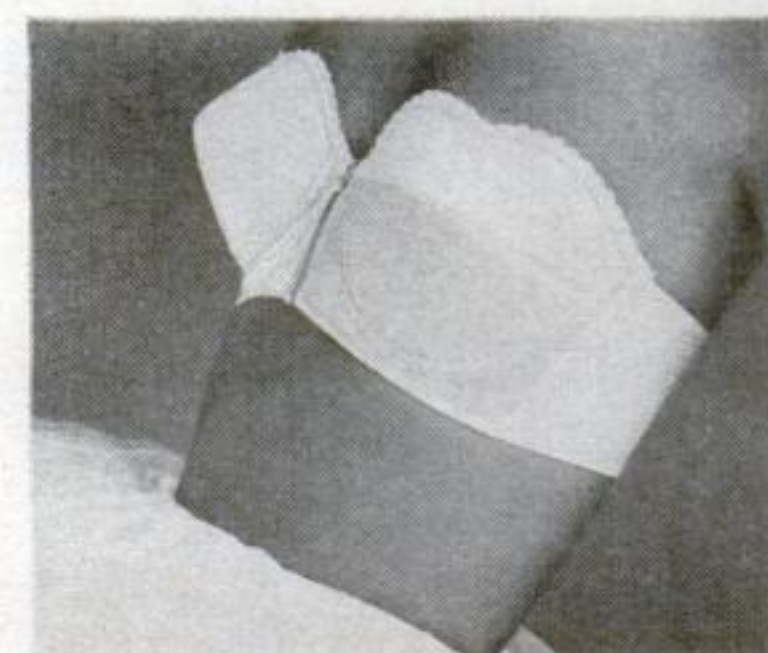
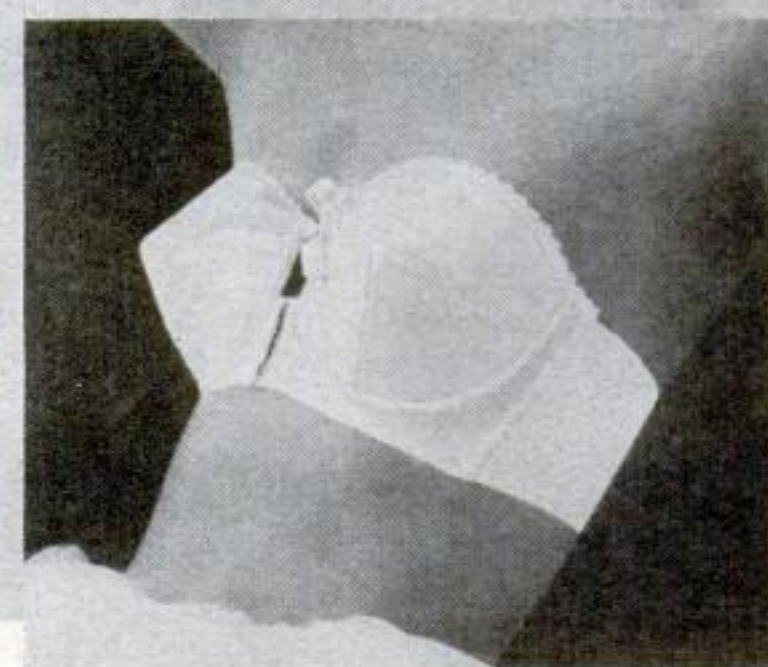
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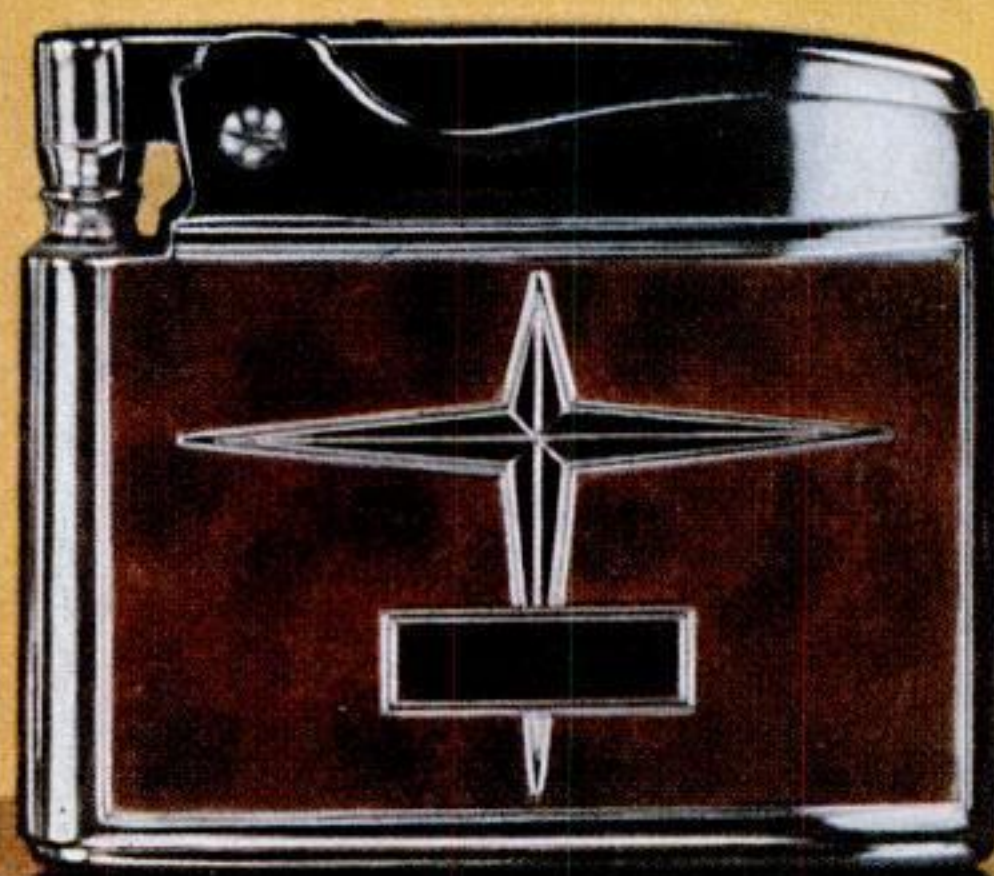
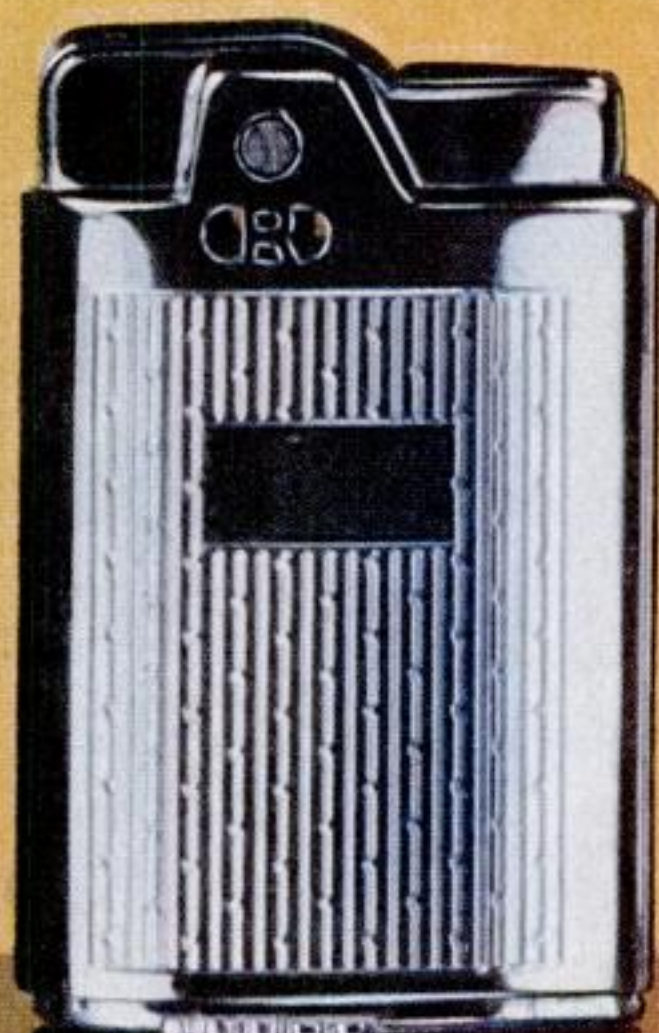
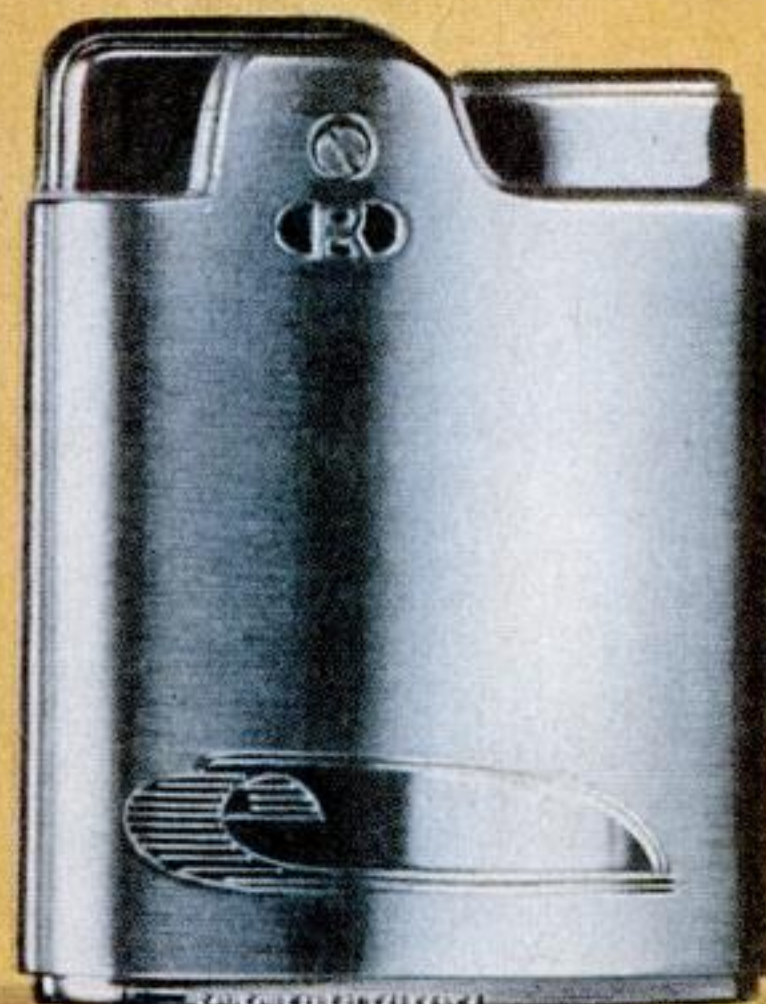
Only thing criminal about this holdup is that nobody ever committed it before! But here it is at last (from Warner's®, famous bearers of all the best news in foundations) — a strapless that can't twist, slip or turn, can't ever be anything but beautifully comfortable. Its secret? A latex back, lined with comfy cotton, that hugs you gently, so you can be active as you like.

Choice of two styles: both in this elegant

black and gold package. #P1031 (above), hook-and-eye front closing, with delicate scalloped trim. #P1041 (right), front zipper closing, with heart-shaped dip. Either, in white embroidered cotton . . . \$6.50

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Ronson solves your gift problems right on this page!

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- New "Posilite" action makes a Ronson light every time!
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NOT ALL ESSEX AND CAPRI MODELS

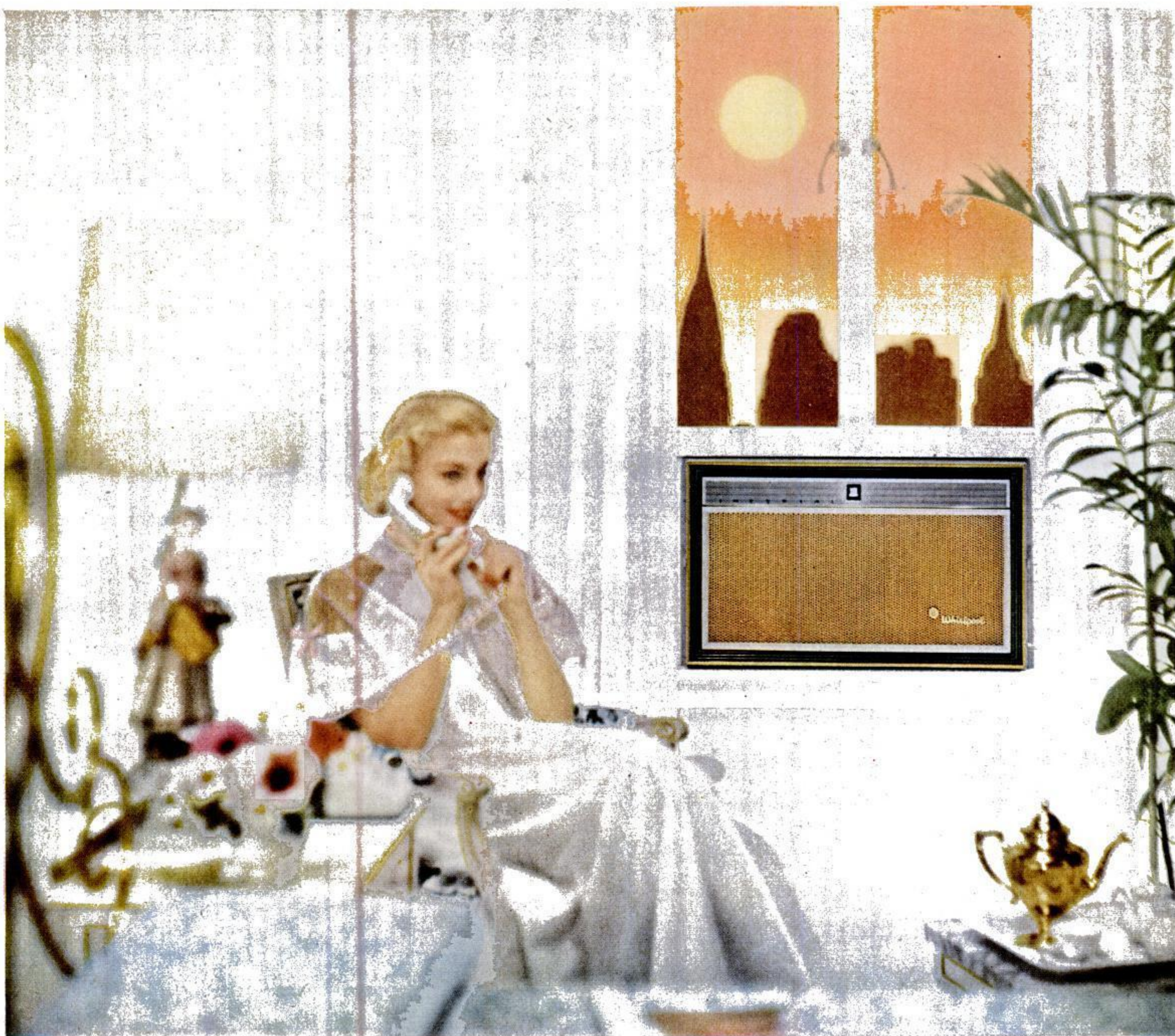
- Essex: genuine lizard
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New **RCA WHIRLPOOL** AIR CONDITIONER cleans air electronically—takes one-third less space!

Enjoy draft-free cool air that has been "dry cleaned" to make it *purier, fresher, healthier!* The amazing Electronic Filter in this 1957 RCA WHIRLPOOL is up to *3 times more effective* than mechanical type filters used in ordinary room air conditioners!


It not only cleans more dirt from the air . . . it *electronically* filters out particles as small as 1/25,000th of an inch—dust, smoke, pollen, even air-borne bacteria. The RCA WHIRLPOOL Air Conditioner can help safeguard the comfort and health of your family all year long.

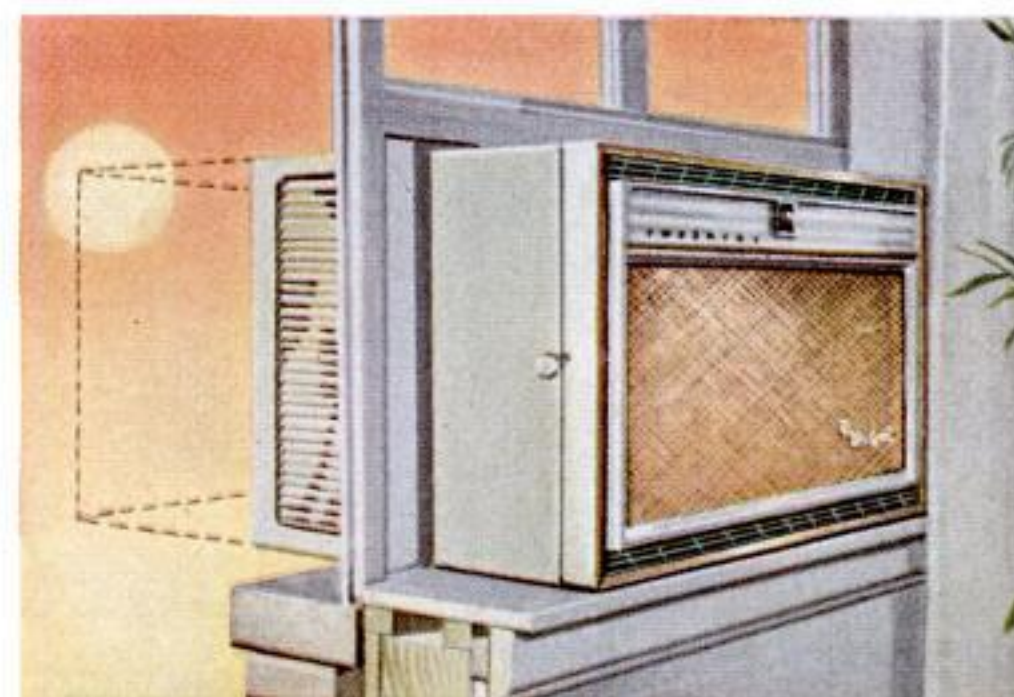
And, *no other air conditioner is more space-saving!* This RCA WHIRLPOOL measures *just 17 inches thin* . . . and fills *less* of the window opening! *Seven* optional mounting positions mean it can be installed *flush* . . .

need not protrude into the room! The beautiful styling of the 1957 RCA WHIRLPOOL fits perfectly in any room.

Before you buy, remember . . . no other room air conditioner *cools* more comfortably, *conditions* air better, is more *compact* than this RCA WHIRLPOOL with the *Electronic Filter!*



Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks  and RCA authorized by trademark owner, Radio Corporation of America.)



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A FLOOR FULL OF FORTUNES



SPEAKING OF PICTURES

When William and Philip Leong (*left and right below*) contracted to provide the material for a store-opening publicity stunt, they also produced the raw material for a mouth-watering photographic first: the only recorded time in history that 10,000 Chinese fortune cookies have ever been pictured all in one heap. The New York kings of Chinese cookie bakers, the Leongs spent three weeks in their Key Key Cake Co. turning out the order for a Newark department store as gifts for the first-day customers

at a new branch store in Paramus, N.J. The cookies were baked in a conveyor belt machine which was designed by William, the father of Philip. As each reached the end of the production line, it was stuffed with a motto which said something nice about the company, as: "Smart cookies know how it's good fortune to shop at Bamberger's." Not one of the 10,000 carried the famous—but apocryphal—message that was once reputedly found in a fortune cookie: "Help! Help! I am a prisoner in a Chinese cookie factory."



LETTERS TO THE EDITORS

RELIANCE ON H-BOMB, ITS DANGERS

Sirs:

LIFE has done America an immense service through Commissioner Murray's article on nuclear warfare ("Reliance on H-Bomb and Its Dangers," LIFE, May 6).

Mr. Murray has relieved people recently described as "the bland leading the bland" from the tragic compulsion to accept false theories.

JOSEPH P. FLEMMING

Brooklyn, N.Y.

Sirs:

Mr. Murray concludes: "To the extent that it is Christian this nation knows that it is not required to fulfill God's purposes on this earth. It is only required to be faithful to them."

Let us not snivel about morality and divine purposes; these are destroyed when the first man dies.

CHARLES B. BROWN

Ann Arbor, Mich.

SOPHIA AT PEAK OF HER CAREER

Sirs:

As your cover (LIFE, May 6) proclaims, "Sophia Loren Steps into Hollywood," but positively; and also into the hearts of American men!

THANE GUHL

New Cumberland, Pa.

Sirs:

On the cover there seems to be a discrepancy. It looks as if Sophia Loren is wearing her shoes wrong.

WALTER S. FUJCAK

Holyoke, Mass.

● No discrepancy: Sophia is wearing those new pointed shoes (pp. 177, 178, same issue).—ED.

Sirs:

In "Sophia at Peak of Her Busy Career" (LIFE, May 6), it was nice to know that her sister Maria is 20, her mother is 43. But how old is she?

NELSON A. DANISH

Augusta, Ga.

● Twenty-two—be 23 on Sept. 30.—ED.

A HORIBL EXAMPL

Sirs:

"A Horibl Examl" (LIFE, May 6) was priceless!

KAY BIELER

Foxboro, Mass.

Sirs:

U shud hav speld it "horibl xaml."

MRS. FREDDIE RICHOUX

Gretna, La.

Sirs:

As an educator, I become enthusiastic about the prospect of teaching pupils to read and write correctly in one year instead of the four—or 40—now required.

DR. HELEN BONNEMA
Principal

Edgewater School
Denver, Colo.

Sirs:

At last someone is showing a bit of concern over our language—the second most difficult on the face of the

earth, outranked only by Chinese! Oh, dear sweet mystery of LIFE, known to espouse many causes less worthy, wherefore art thou?

WENDY WAIT

Colorado Springs, Colo.

Sirs:

U sed a mothful. I shal lern the speling I lernd.

LEOPOLD LALONDE

Alexandria, Ont.

SQUIRREL'S SOFT LIFE

Sirs:

Thoroughly enjoyed "Squirrel's Soft Life" (LIFE, May 6). This spring a squirrel popped up begging in my backyard. It took just one peanut to keep him coming back. One day I had an idea that it might be good fun if he sipped a soda since very few squirrels are found sipping sodas. I stuck a stick into a straw and fastened a peanut to the top. Then I snapped the shutter just as he pouched the peanut.

FRANK J. MRAZ

Gary, Ind.



SQUIRREL "SIPS" A SODA

IT'S CHAMBER MUSIC TIME

Sirs:

So "The Budapest Quartet is a big hit even out west." Even out west ("It's Chamber Music Time across the Land," LIFE, May 6)? Plumb amazin' thet us cowpokes and assorted hairy barbarians should turn out fer an evenin' whut yew call "long-hair."

RICHARD W. NAGLE

Bozeman, Mont.

Sirs:

It is encouraging to read that people in Missoula, Mont. still enjoy good string quartet music.

About 30 years ago the Flonzaley Quartet, the Budapest of its day, played to a capacity house in Missoula.

ROBERTA APPLEGATE

Miami, Fla.

THE EPIC OF MAN: PART X

Sirs:

Sincerely enjoyed "Epic of Man" which you have concluded ("Forebears of the West," LIFE, May 6).

It has been very interesting and educational. I am very sure that everyone who has read the series agrees.

DON LONKFORD

Louisville, Ky.

IMMORTALS FOR THE SENATE

Sirs:

Without a doubt the winners of the senatorial booby prize this year are Nebraska's Roman Hruska and Carl Curtis for blocking the name of George W. Norris from inclusion among the Senate immortals ("The Immortals for the United States Senate," LIFE, May 6).

J. P. MCGLYNN

Omaha, Neb.

Sirs:

I want to express appreciation for your excellent article on our recommendation of "five outstanding senators." It was erroneously suggested that Senator Norris was not selected by our committee because of a threat by senators from the state to block the

nomination through "senatorial courtesy." Neither senator from Nebraska at any time made any representations to the committee adverse to Norris.

As it was impossible to pick both Norris and La Follette, our committee in its effort to be unanimous selected La Follette as representative of the 20th Century progressive movement.

JOHN F. KENNEDY

United States Senate
Washington, D.C.

Sirs:

In "The Immortals for the United States Senate" it is stated that "more than 2,000 men . . . have served in the Senate during its 168-year history."

Less than 1,600 men and women have served in said Senate since 1789. Get ahold of a Senate Manual, and count 'em!

HENRY STONER

Avon Park, Fla.

● Since 1789 a total of 1,561 men and nine women have served in the Senate.—ED.

A LOOK AT THE WORLD'S WEEK

Sirs:

In "Aftermath of Orville" (LIFE May 6) the caption incorrectly identifies the Chicago City Savings and Loan Association as a bank. It is actually an association and is not a "bank." And since the members of the association actually are part owners they are not "depositors."

W. FIRSTENBURG
President

1st Independent Bank
Vancouver, Wash.

● The dictionary defines a bank as "an establishment for the custody, loan, exchange or issue of money, for the extension of credit . . . an institution incorporated for performing one or more of such functions. . . ." By this definition a savings and loan association is correctly called a bank. However, laws in 18 states forbid a savings and loan association from calling itself a bank, as does a bill passed by the U.S. Senate and now before the House. LIFE should have said "investors" instead of "depositors."—ED.

DOMESTIC ARTS TAUGHT WITH A TWIST

Sirs:

In the eighth grade at P.S. 7 in the Bronx we had a very satisfactory program until the teacher announced a Jersey-like switch ("Domestic Arts Taught with a Twist," LIFE, May 6). The girls would take up woodwork and metal shop; the boys cooking and sewing. The girls liked the setup; with the boys it went over like a lead balloon. We would mistake salt for sugar, broiling for boiling, and our timing was never right. Besides, flour got all over our clothes.

BRUCE HYMAN

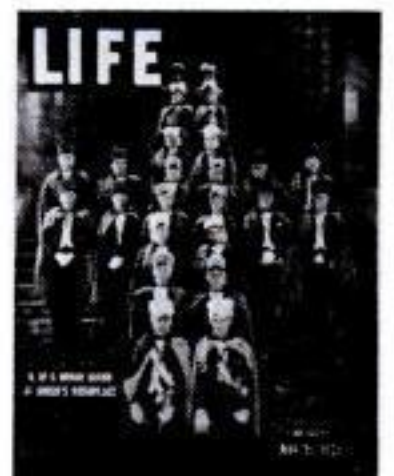
New York, N.Y.

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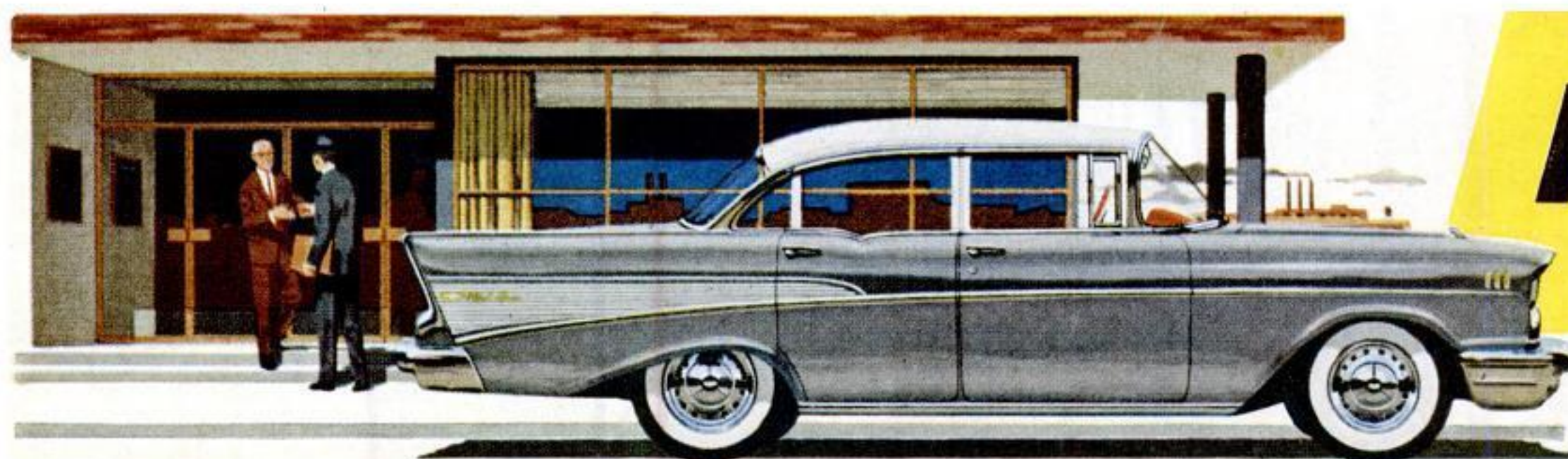
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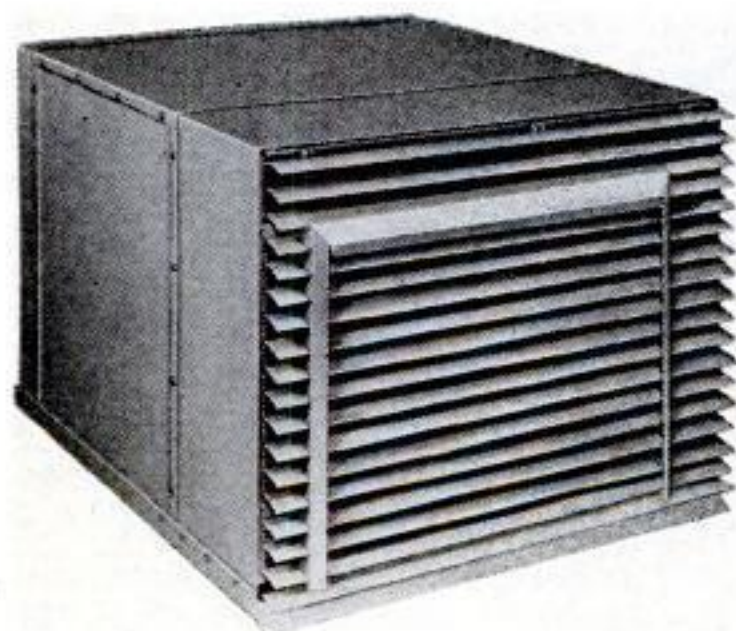
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ON NIGHT BEFORE CRUSADE, BILLY GRAHAM WALKS ALONE IN TIMES SQUARE



FACING A SEA OF INTENSE FACES, GRAHAM RAISES ARMS BEFORE OPENING

A MIGHTY CITY HEARS BILLY'S MIGHTY CALL

One night the preacher stood alone as the evening rain glistened in the gaudy heart of the city he had come to save. The next evening, in New York's Madison Square Garden, Billy Graham launched his most ambitious crusade, exhorting his hearers to renounce sinful ways and rediscover Christ. "We need a spiritual revolution in America," he cried, "and the place where it could begin is New York City."

For 10 years Graham had conducted his crusades from one end of the world to the other.



NIGHT AUDIENCE OF 18,500 IN MADISON SQUARE GARDEN. HE WAS THERE, HE SAID, TO WIN MEN AND WOMEN TO "A SAVING KNOWLEDGE OF JESUS CHRIST"

He had held Glasgow for six weeks, London for 12 and made himself the world's best known—and most effective—evangelist. But he felt New York was his greatest challenge yet. He hoped to fill the Garden each night for nearly seven weeks, and maybe more, something no man, no event, had ever done before.

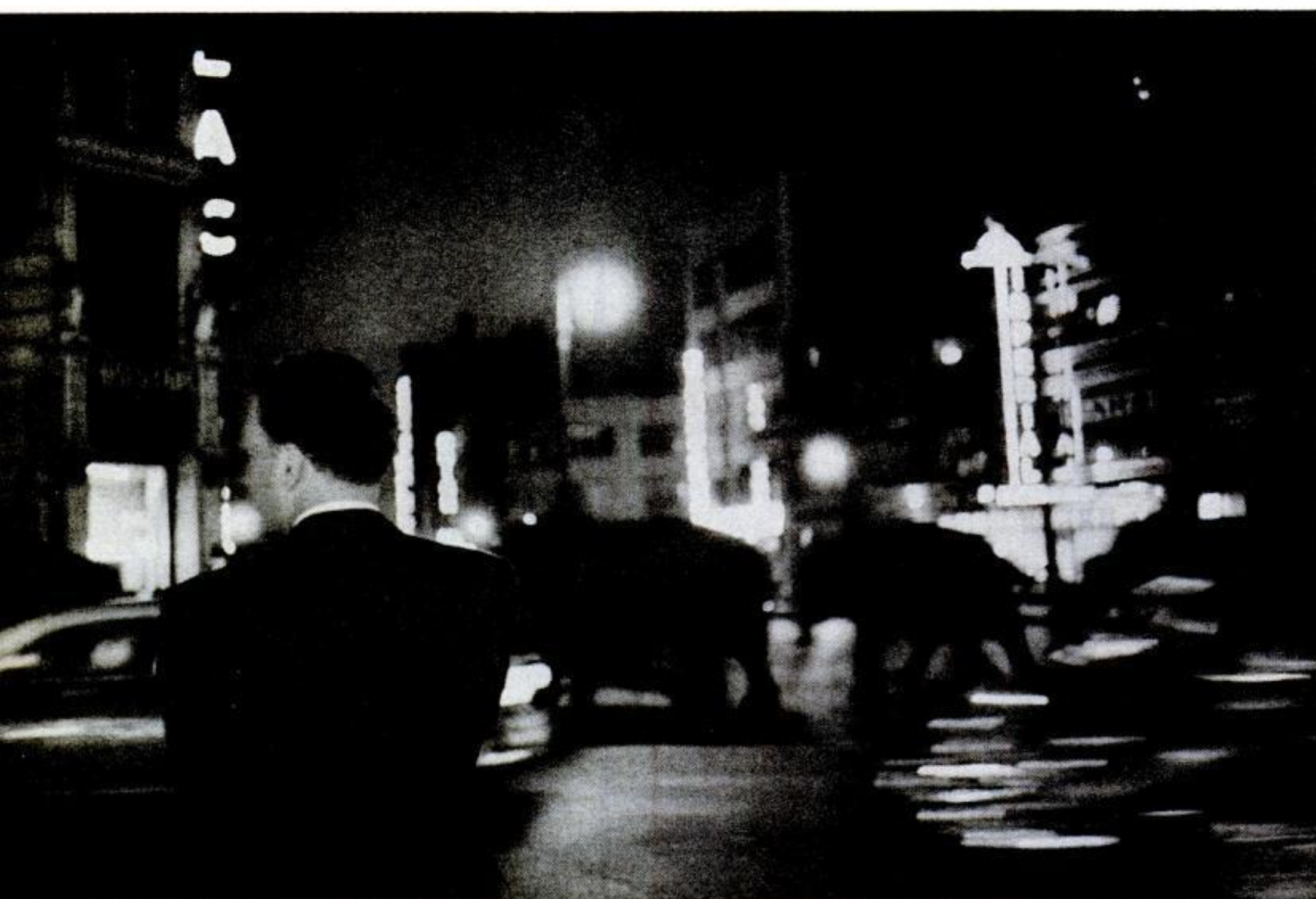
Behind the New York crusade lay months of careful preparation (*next two pages*). It would cost about \$1.3 million. Billy was aiming not only at the city's eight million but at another

six million people in the suburbs. Over 1,500 churches were encouraging their members to hear him. Radio and television programs would reach many others outside the Garden and the churches. The Garden itself, Billy said, was now "a great cathedral."

And the lean, blond, handsome figure with the earnest, resonant voice did indeed draw the multitudes to the Garden's steep balconies. His message was simple and traditional: repent and be saved. Each service ended with

Graham gently inviting his hearers to accept Christ. On the first night 704 did, and Billy called it the best beginning he had ever had.

There were some religious dissenters. Roman Catholics were admonished not to attend Graham's meetings, and even some Protestant groups declined to support him. There were a few empty seats, but Billy was still confident. "It takes us about a week or two weeks to get moving," he said the first night, "but it will soon be like a mighty river through the city."



NEW AND OLD TENANTS of the Garden pass in the night as Graham, whose crusade began three

days later, watches elephants from circus, which just closed, plod along 57th Street to catch a train.



MOMENT OF MEDITATION in Madison Square Garden Club gives Graham a last session with Bible

TWO YEARS OF HARD PLANNING —AND A SMOOTH-WORKING TEAM

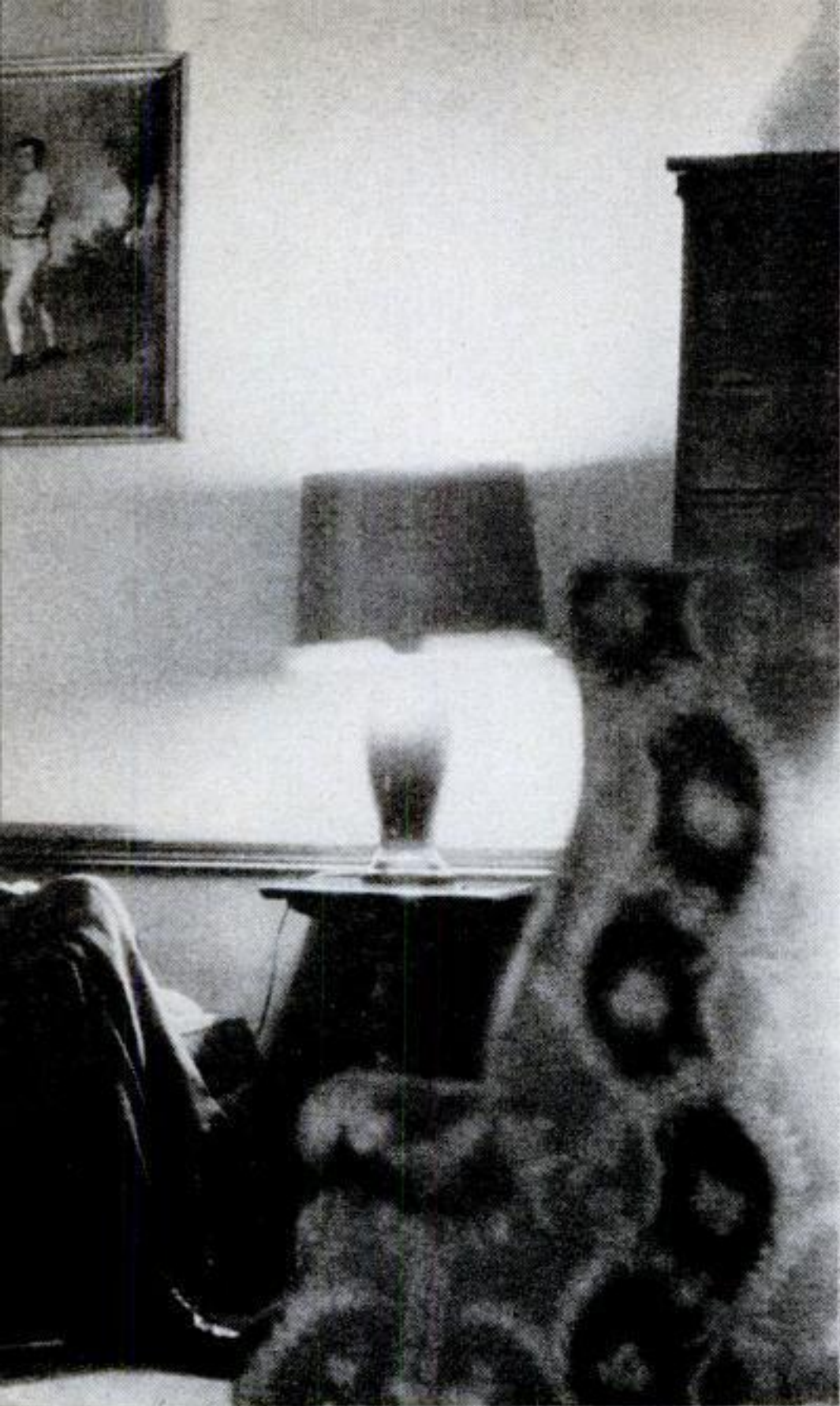
Billy Graham's arrival was preceded by two years of meticulous planning, starting when the Protestant Council of New York City in 1955 asked him to crusade in the city. Early work was done by New York followers, including leading businessmen who joined a committee (*top, right*) to raise funds—the nightly offerings would not begin to cover all costs. A permanent organization, the Billy Graham Evangelistic Association of



INSPIRING THE CHOIR, Cliff Barrows, Billy's musical director, leads 1,500-voice group through a last-minute rehearsal before the second-night meeting.

FLANKED BY ASSOCIATE EVANGELISTS, OTHER TEAM MEMBERS AND CRUSADE





before going into the arena to preach. Big picture on wall is a boxing print aptly titled *The Challenger*.



GRAHAM'S BACKERS, from New York crusade's executive committee, meet with him (center). At

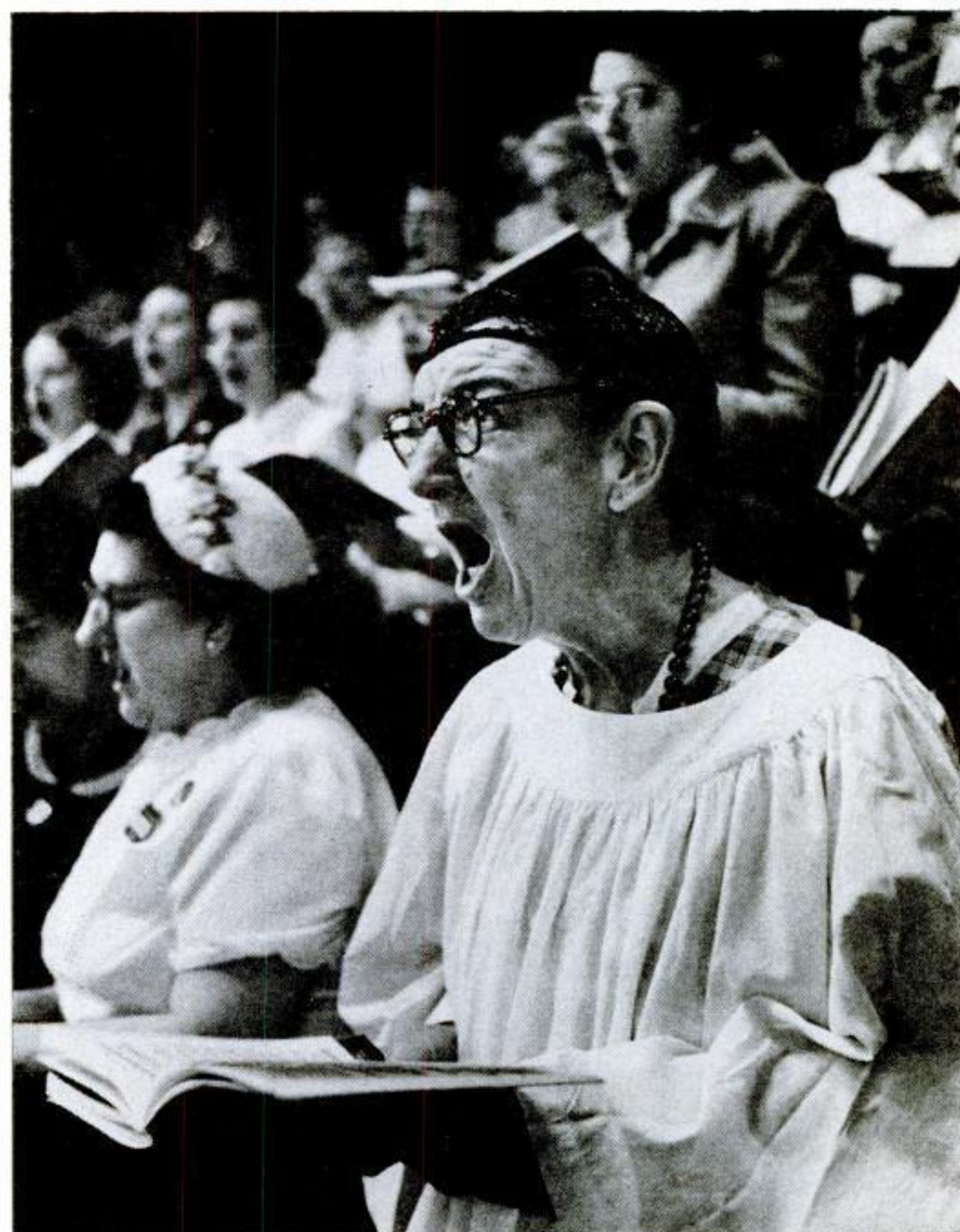
Billy's left is Committee Chairman Roger Hull, executive vice president of Mutual Life of New York.

Minneapolis, which pays his \$15,000 salary, dispatched an advance team.

These men lined up support from churches in and around New York, scheduling bus loads for every night of the crusade. They recruited volunteers: 1,500 ushers, 3,000 singers for two choirs, 4,000 counselors. Ten weeks ago the counselors began receiving instructions on how to handle the seekers, as Billy calls those who come to his rostrum to

"make a decision for Christ." The other key members of Billy's team were Musical Director Cliff Barrows (*below, left*), associate evangelists—and press agents, whose build-up included 580 billboards, half a million leaflets, newspaper advertisements and radio-TV commercials. But more important to the crusade than all the publicity and the organization, Billy felt, were the people all over the world who were praying for his success.

OFFICIALS, BILLY (IN CENTER, ARMS CROSSED) JOINS IN SINGING OF HYMN



EARNEST CHORISTER, Soprano Minnie Ritzo of North Bergen, N.J., helps swell a mighty anthem. Singers, recruited from local churches, serve without pay.



"I BELIEVE THAT THERE IS A VAST HUNGER IN AMERICA TODAY TO KNOW WHAT THIS BOOK HAS TO SAY"



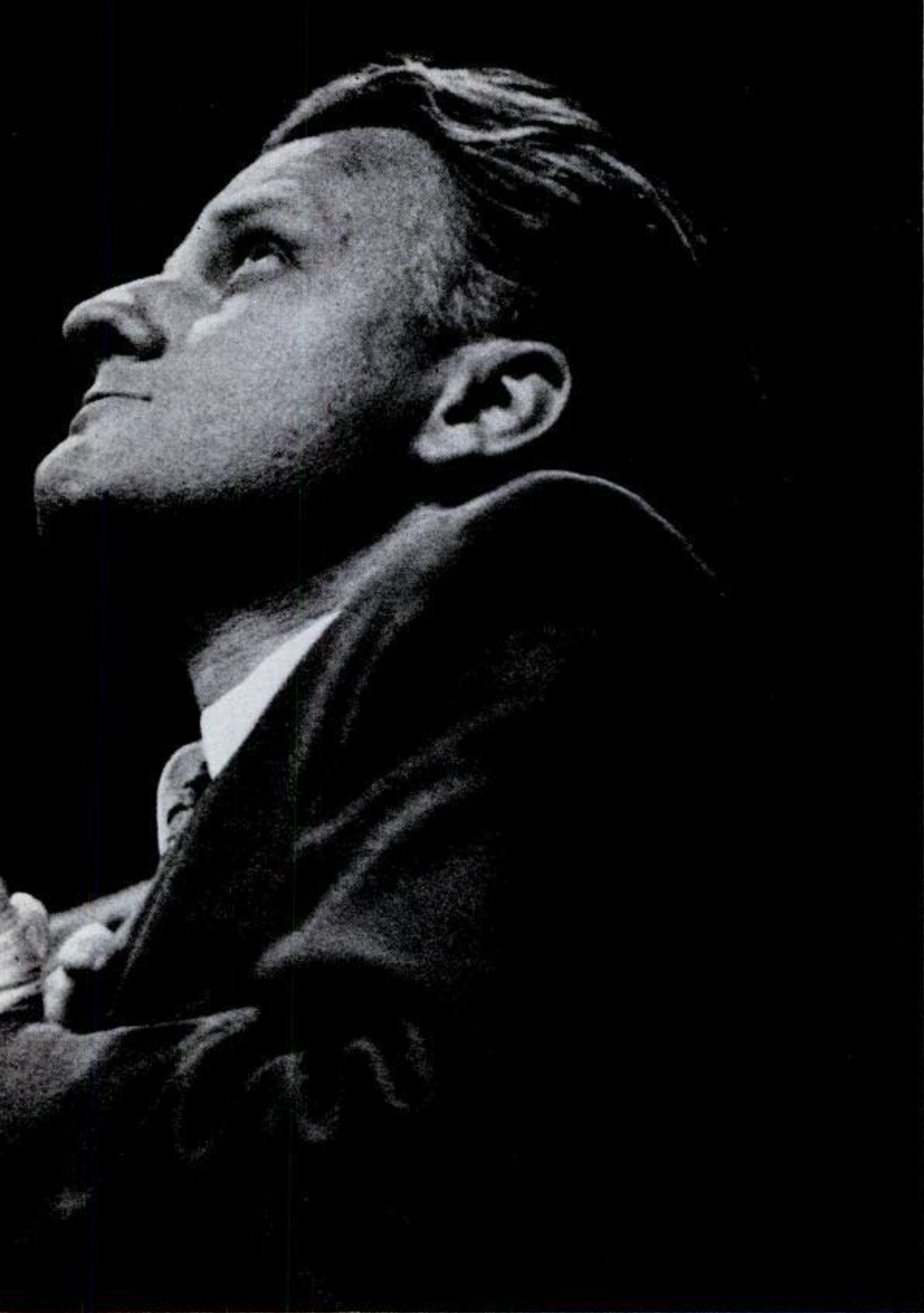
"WE'RE OUT OF BALANCE: WE HAVE LOST GOD...."

A FIERY SERMON, A QUIET PLEA, THEN A FILLING OF THE AISLES

"I have come only as a messenger," said Billy Graham. "An old message, the message of the word of God." Waving his Bible, lunging to right and left, gesturing with clenched hands, he talked of sin and salvation: "We have chosen to break God's laws deliberately . . . and that sin we are all guilty of . . . has separated us from God, and man cannot live correctly and happily and peacefully apart from God. . . . Your soul is screaming

THE HEARERS MAKE THEIR DECISIONS—SLOWLY AND SINGLY AT FIRST. IN THIRD PICTURE FROM LEFT A COUNSELOR HAS STEPPED FORWARD TO ESCORT A YOUTH





MEN AND WOMEN SEARCH FRANTICALLY FOR PEACE . . . AND CAN'T FIND IT"



"THROUGH THE MAGNIFYING GLASS OF HIS HOPES GOD PONDERES THE HEART"

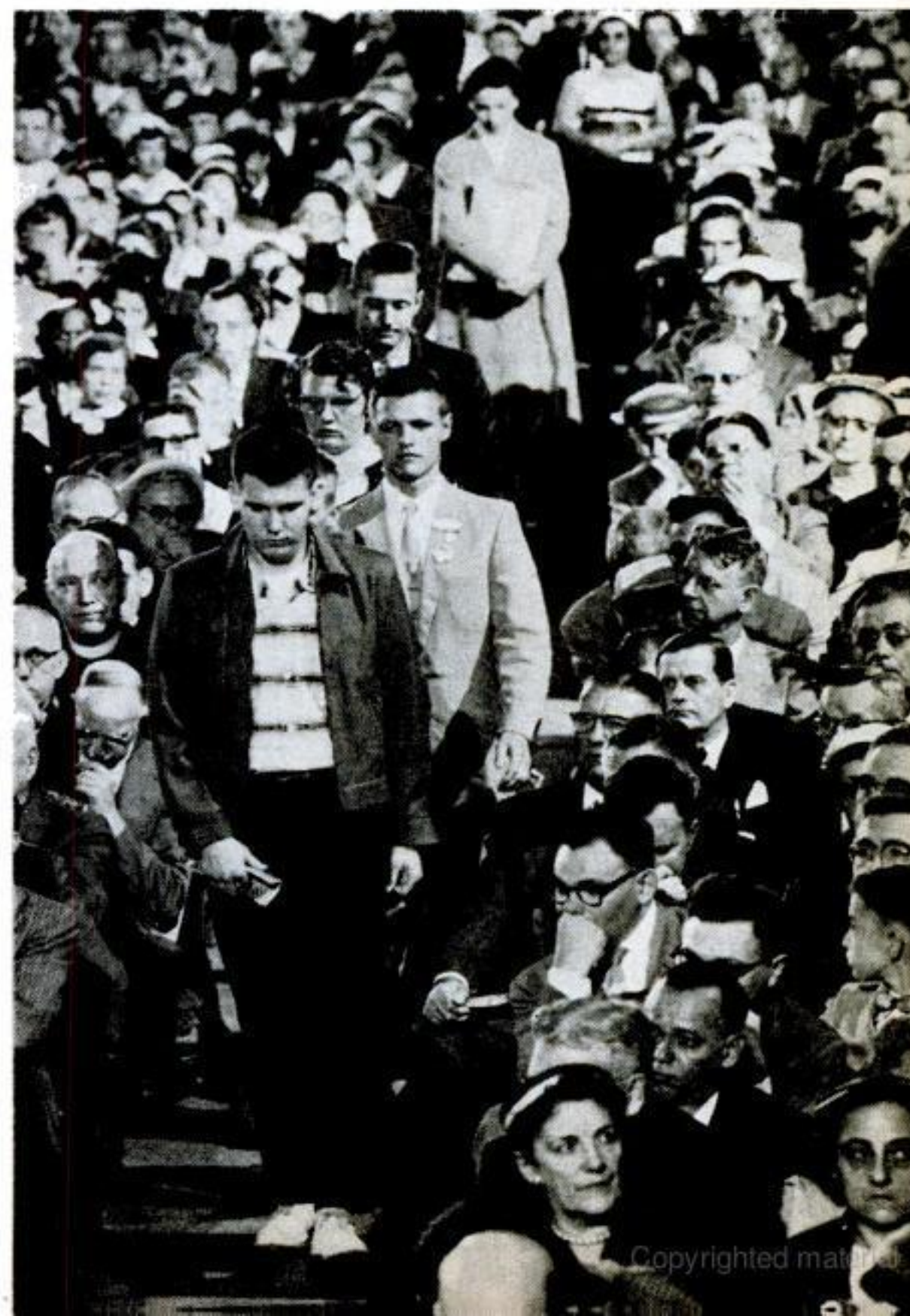
for God. . . . You throw in another aspirin and say, 'Be quiet, soul.'

"If I said you could give \$1,000 and get into heaven, you would try to raise it . . . but you only have to make your decision for Christ. You only have to come forward and pledge your life to God."

Then came his quiet plea. "I am going to ask every one of you to get up out of your seat, over here, in the balconies, everywhere. . . . I want

you to come as evidence of the fact that you are presenting your life and heart to Christ. . . . There may never be another moment quite like this for you. Come. We are going to wait." Of the 2,800 who came in the first four nights, a majority, the Graham staff admitted, were church members reaffirming their faith. But 40% were new decisions. As it always does, the Graham team referred them all to local churches of their choice.

TO ROSTRUM. THEN THE STREAM GAINS MOMENTUM, THE AISLES BECOME MORE AND MORE CROWDED WITH MEN AND WOMEN ACCEPTING GRAHAM'S CHALLENGE



A SHOW OF DECISIONS FOR CHRIST—'I KNOW THE LORD IN MY HEART'



THE "SEEKERS" GATHER before the rostrum. The vanguard of the 704 who made decisions for Christ on the opening night of the crusade stand at the front

of the Garden waiting for the others to come forward. As they waited, the choir sang *Just As I Am*: "Thou bidd'st me come to Thee, O Lamb of God, I come!"



PARADING TO PRAYER, seekers walk to a counseling room where they will read the Bible and meditate before filling out cards to be sent to their churches.

SHARING A PRAYER with Mrs. Vivian Colaiuti, a counselor, Mrs. Evelyn Greene (left) of Brooklyn, wife of Army sergeant, says, "I know the Lord in my heart." →



HOW A 'MIRACLE' WAS MADE ON LONG ISLAND

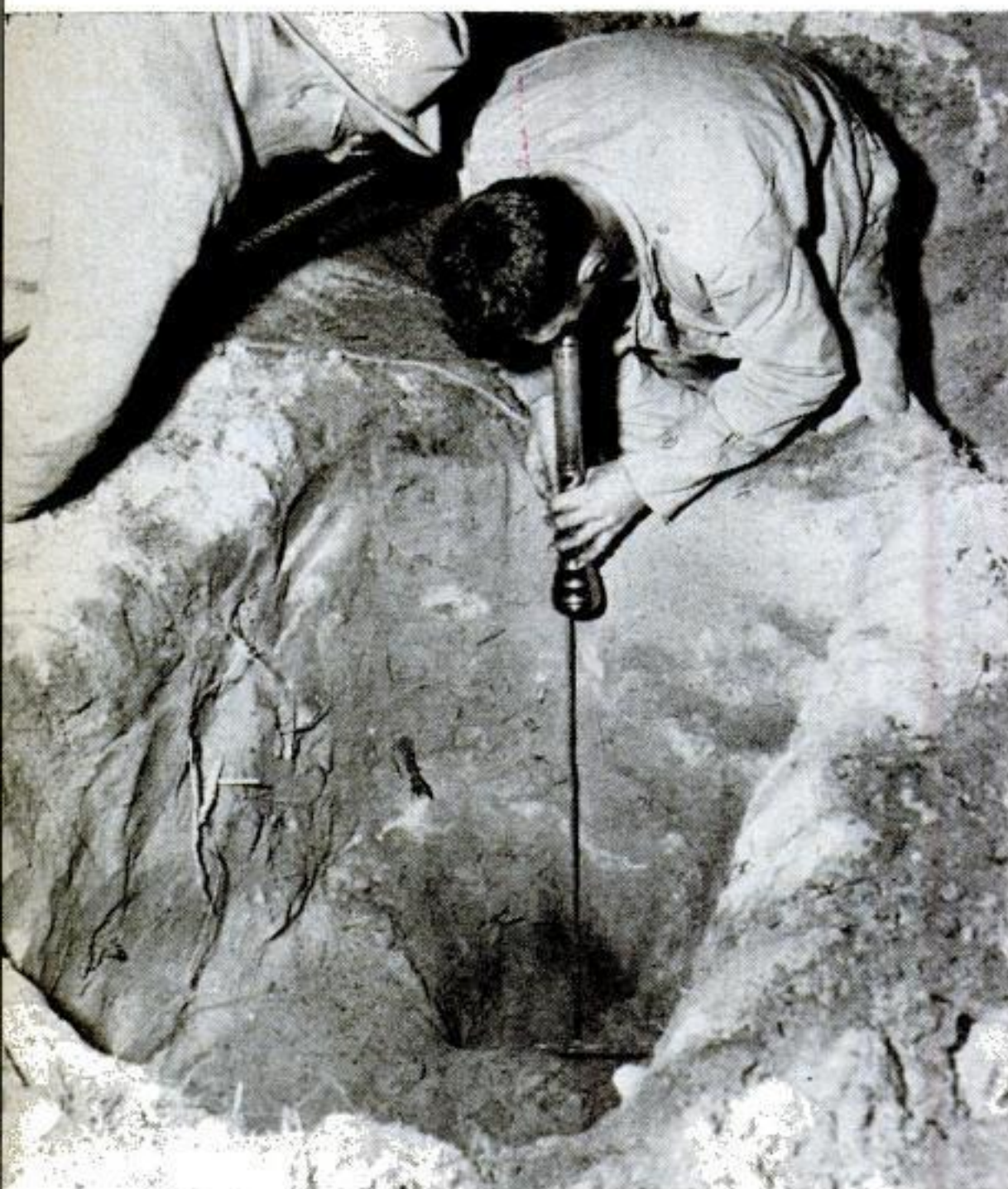
Benjamin Kent Hooper Jr. did what came naturally when his father finished the well in the backyard. Drilling with a digger in the sandy soil behind their house in Manorville, Long Island, Mr. Hooper had struck water at 24 feet. As he turned to get a piece of pipe, he called to Bennie to stay clear. And so Bennie, exercising every 7-year-old's natural right to disregard parental warnings, jumped across the hole—and almost made it.

That was at 7:50 p.m. Thursday. Bennie's father knew what had happened when a playmate yelled, "Bennie fell in the hole!" Bennie's mother, Borghild, learned it when calls for emergency help flooded the switchboard in Center Moriches, where she is a telephone operator. Soon

everybody within 30 miles knew it—and came running to help in an outburst of sympathy which is also the natural right of any 7-year-old.

Bennie was wedged at the bottom of the 12-inch hole, thigh-deep in water. As hours wore on and his peril grew, the whole nation tried to share it. Millions clung to radio and television sets. So many came to the scene to watch and pray that they had to be roped back. Contractors brought tools and the Manorville fire department turned to with shovels.

The loose sand through which the well hole had been dug made it dangerous to try reaching Bennie directly. A grapple merely pulled his jacket over his head—but luckily provided an air pocket against the sand.



DESPERATE FATHER turns a powerful flashlight down well shaft shortly after Bennie fell into hole.



FEARFUL MOTHER, with neighbor child to keep her company, anxiously watches rescue operation.



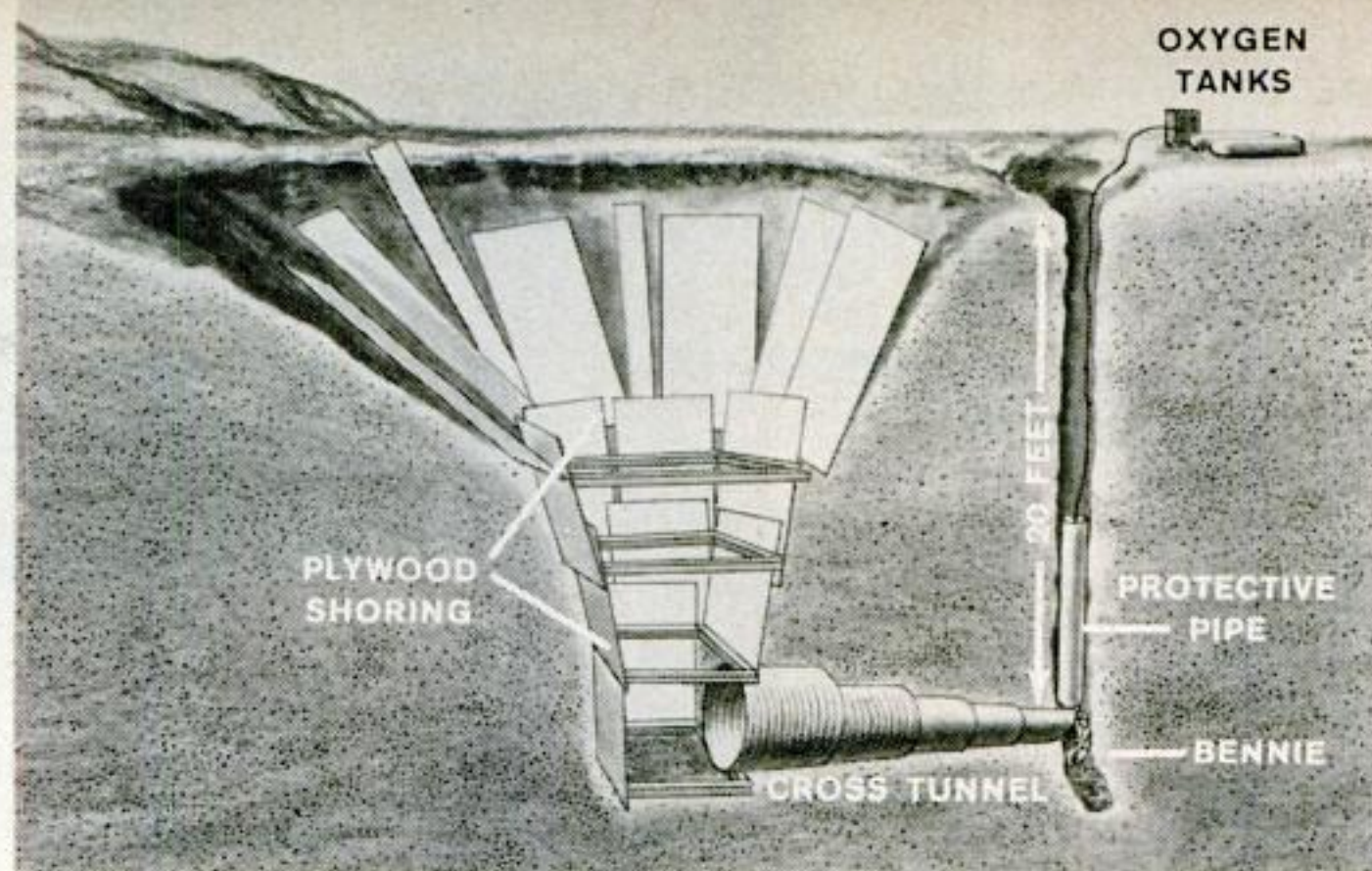
CLEAR OF TRAP, Bennie is lifted at bottom of pit. "He's alive!" workers shouted. "He looks fine."

BACK TO WORLD, the blanketed boy is lifted to surface. "It's a miracle," the watchers kept saying.



TO SAVE A SMALL BOY

Volunteers began to sink a parallel shaft (*diagram at right*), first with a power shovel, then by hand. Heartbreaking cave-ins plagued the work. An oxygen hose went down to Bennie, but by 11 p.m. his one visible hand had stopped moving and by noon Friday even the hand had vanished under sifting sand. By 2:30 p.m. the doctor at the scene sadly thought it "improbable" that Bennie still lived. So did almost everyone else. It was with forlorn hope that at 7:32 p.m. rescue worker Sam Woodson, cramped with fatigue in the cross tunnel, began to brush the sand from what he thought a dead hand. Another cave-in started, and Woodson grabbed the boy, rolled on his back and yanked clear. Then Bennie began to cry.



RESCUE SHAFT was dug and braced parallel to well. Cross tunnel was made by joining diminishing sizes of pipe. Another pipe was lowered to protect boy's head.



RESCUER Sam Woodson, who got Bennie out, says he was sent to scene by a "feeling" he could help.



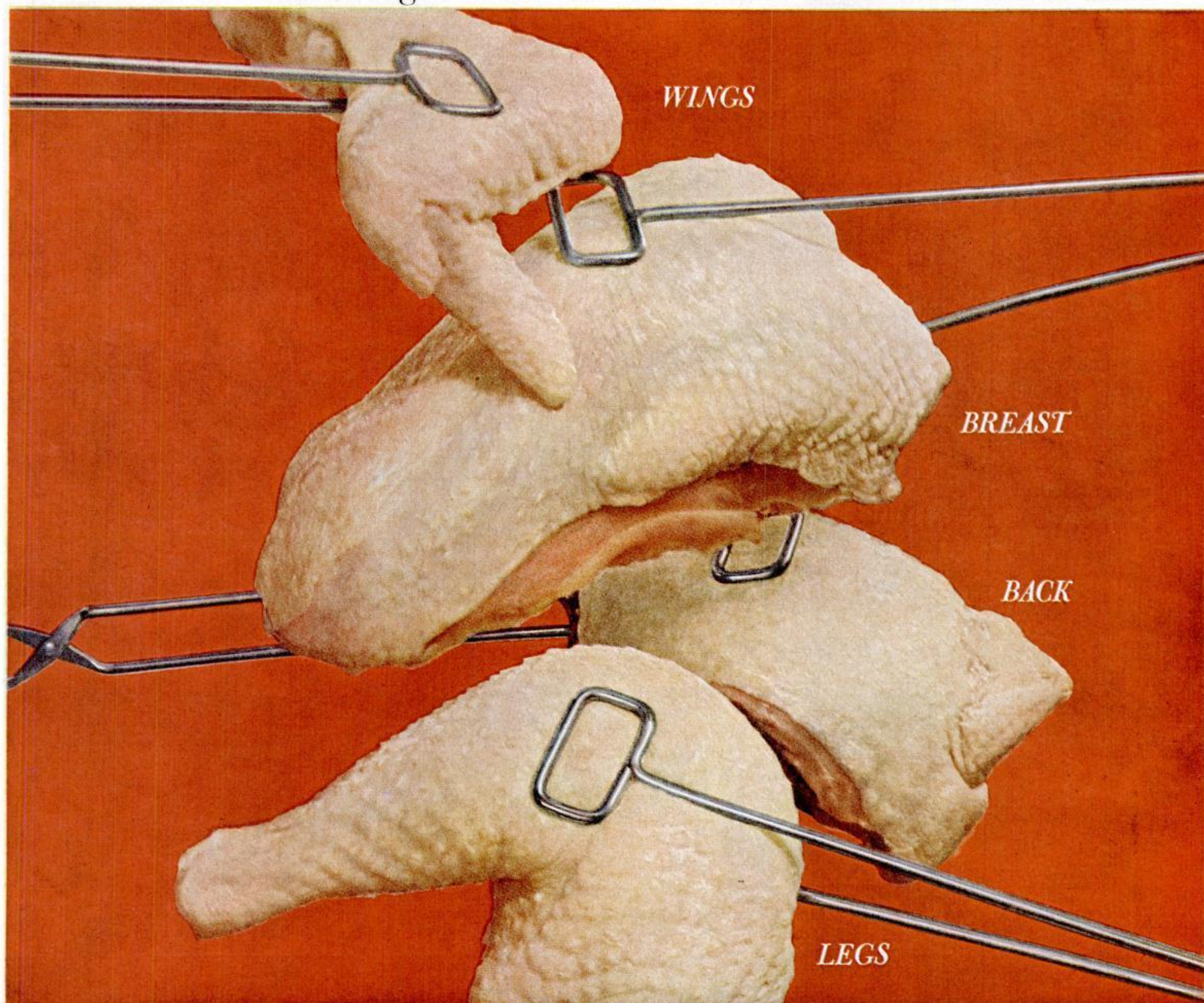
IN AMBULANCE, getting precautionary oxygen, Bennie rides to the hospital with mother at his side.



OUT OF OXYGEN TENT, Bennie could wink gamely. He had a fever from pneumonia but no broken bones and seemed to be responding to treatment. Bennie

himself voiced his wants: "I want Mommy . . . I want Daddy . . . I want a drink . . . I feel fine . . . I want to go home . . . I want a toy car for my birthday."

"To make the best, begin with the best—then cook with extra care."



Which parts would you put into chicken soup? *(Campbell uses them all)*

Those four pieces of chicken are a pretty good illustration of what it means to live by the motto at the top of the page.

If you've ever made chicken soup, you know that you don't have to put the bright, white meat from the breast into it. Nor the rich, dark meat from the drumsticks. Nor even the delicate meat from the back and wings.

But chicken soup tastes better when you do. So *all* the good meat from each chicken goes into Campbell's Chicken Soups. Some pretty good home cooks are nice enough to tell us the results are even better than they could achieve in their own kitchens.

All the chicken—even the white meat

Our chickens are government-inspected just as carefully as the ones you buy from your favorite

butcher. After passing inspection, they're cleaned and put right into the soup kettle.

We cook them until all the goodness seeps down and forms a rich, golden broth. Then the meat is diced and put into each can of our four different Campbell's Chicken Soups.

Homemade quality in all chicken products

Meanwhile, other fine chickens are being prepared with the same skill, care, and conscience for other Campbell-made products. Swanson's Frozen Chicken Pies, Chicken Fricassee, and Chicken à la King, for example.

We don't tell this to pat ourselves on the back. We do it because it's typical of the lengths we go to in order to bring you the best.

As we always say: "To make the best, begin with the best—then cook with extra care."



*"We blend the best with careful pains
In skillful combination,
And every single one contains
Our business reputation."*

Campbell's

With people in every walk of life

THE SWITCH IS ON TO



YOUNG AMERICANS are critical students of car styling. According to them, Chrysler Corporation's New Shape of Motion styling is *really* whistle-bait! Here it is

in a PLYMOUTH BELVEDERE convertible. All over America, they praise the sleek, low lines that flow into fins—the action-packed look that delivers great get-up-and-go!



HOUSEWIVES and fashion experts say the interiors of these cars are as inspired as their outward beauty. Above, a CHRYSLER NEW YORKER 2-door hardtop.

Chrysler is winning added thousands of luxury-lovers with a new medium-price Windsor series! Don't let its beauty blind you—this car is brawny as they come!

People in every walk of life took a look at these cars and suddenly wanted to ride. They discovered the kind of beauty here that really has a *purpose*.

They like the new road-clinging lowness with all the extra room inside—sweeping arcs of glass

that give a show-window view—graceful fender fins that counter crosswinds and steady the ride—at *normal driving speeds!*

They like the ease and convenience of pushbutton driving... the comfort of a ride that isolates bumps

and noise and won't heel over on tight turns. And they like the over-all performance you get from Chrysler Corporation engineering leadership.

Better see for yourself why *the switch is on*, to the newest new cars in 20 years!

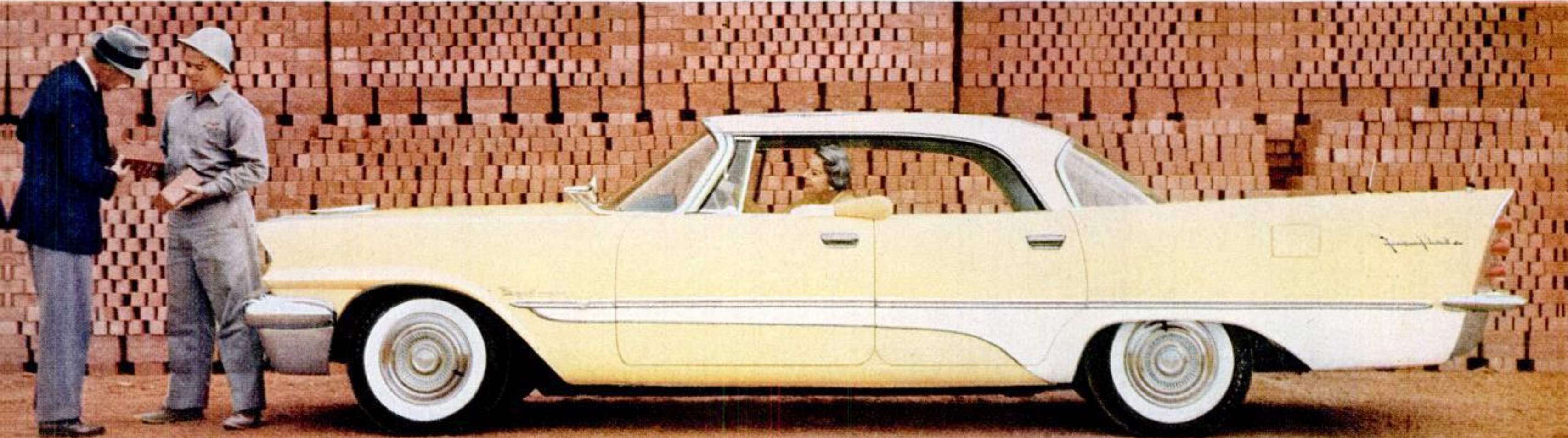
PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

AMERICA'S STYLING LEADERS



BUSINESS and professional people like the restful, effortless handling of Chrysler Corporation cars. Torsion-Aire Ride, (no "bounce", no "lean", no "dive"!)

... Pushbutton TorqueFlite ... Full-Time Power Steering ... all are Chrysler Corporation performance *exclusives*. Above is a DODGE CORONET 4-door sedan.



WITH PEOPLE to whom design is important, handsome appearance and useful purpose go together. Chrysler Corporation fin styling, as in this DE SOTO FIREFLITE

4-door Sportsman, helps steady the ride at *normal driving speeds!* (De Soto prices start next to the lowest—De Soto performance matches the highest!)



SPORTSMEN like precision control, agile performance, feather-light handling—and in the Imperial you find their most magnificent expression. No car ever

captured the enthusiasm of the nation's most discriminating motorists so fast. The model above is an IMPERIAL CROWN 2-door Southampton.

SEE CHRYSLER CORPORATION'S GREAT TV SHOW, "CLIMAX!" THURSDAY NIGHTS, CBS-TV

Join the switch to **THE FORWARD LOOK**
CHRYSLER CORPORATION 



Here's a special cake...with a special frosting... make them both with Borden's Cream

Says Elsie, The Borden Cow: "This is Borden's 100th Birthday Cake—quick and easy to make and melt-in-your-mouth good! Economical, too; instead of the two ingredients, butter and milk, you use just one, Borden's rich, thick

cream." Borden's has a cream for every use . . . heavy cream, light cream and sour cream. Then there's thrifty Borden's half-and-half (richer than milk, lighter than cream). You can get them at your food store or from your Borden man.



BORDEN'S CENTENNIAL CAKE

2 cups sifted cake flour • 1 cup granulated sugar
3 teaspoons baking powder • ½ teaspoon salt
½ pint (1 cup) Borden's Heavy Cream
1 teaspoon vanilla extract • 2 eggs

Line 2 lightly greased 8-inch cake pans with waxed paper. Sift dry ingredients together twice. Pour cream and vanilla into deep 1-quart bowl; beat with electric mixer or rotary beater until just stiff. Add eggs, beating until blended. Add flour mixture; beat at low speed of electric mixer or by hand until batter is well blended. Turn into pans. Bake in a moderate oven (350° F.) 25-30 minutes. Cool 10 minutes. Remove from pans.

FRUIT CREAM FROSTING

1 teaspoon unflavored gelatin • 1 tablespoon milk
1 cup heavy cream, chilled • 3 tbsps. granulated sugar
¼ teaspoon grated orange rind
¼ teaspoon grated lemon rind • Orange sections

Chill bowl and rotary beater. Mix gelatin and milk in cup. Place over hot water and stir until gelatin is dissolved. Whip cream until stiff. Blend in gelatin and remaining ingredients. This makes enough frosting to cover two 8-inch layers. Chill; decorate with orange slices just before serving.



For 100 years folks have been saying,
"If it's Borden's, it's got to be good!"

See Borden's TV shows, "People's Choice," "Queen for a Day," and "Fury."

©1957,
The Borden Company

DEFENSE AND THE DANGER LINE

TRUE LEADERS WILL NOT LET 'ECONOMY' UNDERMINE OUR MILITARY POSTURE

The desire for economy in government is running deep in the land. Many citizens are demanding it and if they can get it without damaging the essential needs of the republic, there is nothing wrong with that.

But it is wrong for Congress to try—as many members are suggesting—to slash the \$41 billion national defense budget by as much as \$2 to \$3 billion. It is attempting this in spite of the soldier-President's sober warning that the defense budget is cut to the bone, is \$10 billion short of what the services thought necessary and stands squarely on "the dividing line [of] national danger."

We do not for one moment believe that any large part of the American people want to take any chances with the defense of the nation. And even if they did, it would still be the oath-bound duty of congressmen not to take such chances.

To do so would be foolish and dangerous, for two compelling reasons.

The first is that the nation lives under the threat of total annihilation by guided missiles bearing thermonuclear warheads. The fact that there is no sign of this happening does not mean that it cannot happen at any time.

This threat has not been dissipated and won't just quietly vanish—until such time as there is a genuine peace and real disarmament. And until such time the only effective deterrent to this threat is to spare no effort and no expense to perfect the best possible armaments, both offensive and defensive, both large and small. These armaments, especially in the missile realm, are tremendously complex and tremendously expensive but we have to have them, literally to save our skins. To make large cuts in this area, as is now proposed, is a risky thing indeed.

But there is an equally important reason why it is folly to cut the defense budget at this time.

That reason is that now, for the first time in 11 hard, bitter and grinding years of high taxes, cold war and a very hot war in Korea—for the first time there are now numerous glimmers of victory in the struggle for the world:

► Such a glimmer came in the Hungarian revolt, which failed, and the Polish pressure for greater self-rule, which succeeded.

► Such a glimmer comes from Red China, now under the greatest strain from internal difficulties since the Communists seized power in 1949. Its own leaders have acknowledged growing dissension among the masses, economic troubles, political bungling, unrest among students and discontent among farmers. Communist youth, once regarded as the backbone of the new system, are becoming increasingly uncooperative and insistent on less interference with their lives.

► Such a glimmer comes from the Soviet empire, not only from its hungry and discontented satellites, but from within. One astonishing fact: overnight (because of Hungary and Poland), the whole two-million-man weight of the satellite armies has been transformed from a net Soviet asset to a net Soviet liability. They are troops which can no longer be regarded

as auxiliaries but which must be matched, with Soviet force, as potential enemies. It takes 43 Soviet divisions to stand guard over 95 million restive people in the satellites and to protect their Communist regimes from their own people.

► Within the U.S.S.R. itself, the enormous strain of trying to support an arms burden as big as ours on an economy only one-third as productive is beginning to spring visible cracks in the Communist machinery. The government has just repudiated its savings bonds, thus confiscating the workers' savings over three decades. It has just been forced to cut back sharply its 1957 industrial expansion plans. And its decision to split up the existing bureaucracy into decentralized regional ones is a confession that the present system is not working very well.

There are so many of these glimmers of victory that all together they may add up to something more than a glimmer. They may add up to a glow.

But whether it is glimmer or glow, one thing is sure: it would be poor and false economy to relax our pressure or diminish our defenses at the very time when we seem to be winning the onerous struggle which has burdened us all for so long. And we must always keep one thing uppermost in mind. While we have avoided war, outside Korea, these are not times of peace. Peace is something which has yet to be gained, through waging the struggle for it as vigorously and totally as we would wage a war. And it is worth its cost, because the war it prevents would cost far more.

We will never be able really to cut our huge arms budget by very much until Communist Russia is ready for disarmament. Its people, like ours, are beginning to chafe at the endless burden of huge armaments. Such restiveness creates at least the possibility, as President Eisenhower says, that the Soviet leaders may sooner or later seriously seek genuine disarmament. For that we must wait and see and hope.

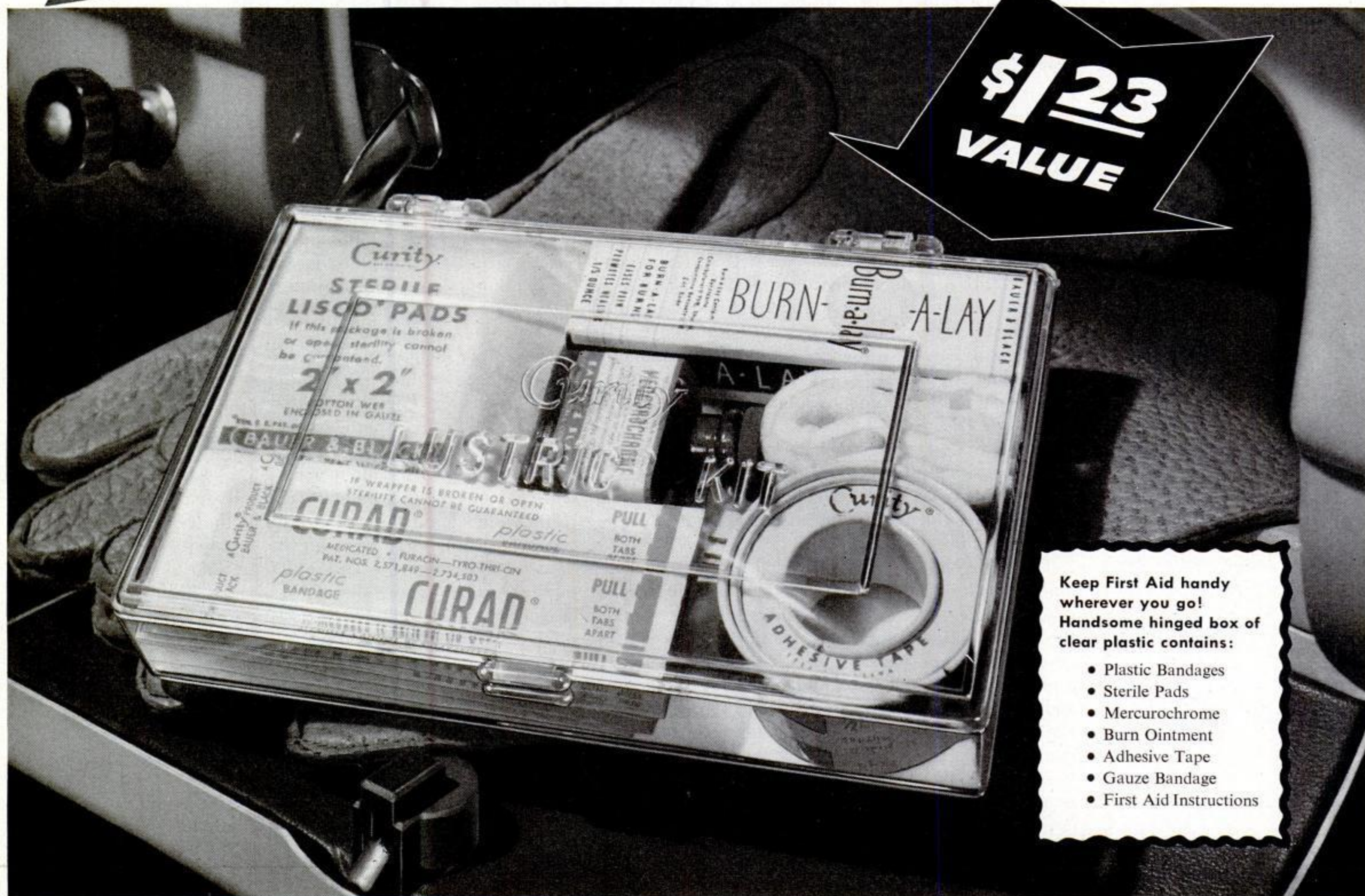
But while we wait and hope we must also be prepared. The next year or two may be the most crucial of all. Spontaneous explosions which neither side wants but neither can prevent may create crises which drive the Soviets to the threat of force or to force itself. To match either we must stay fully armed and ready. To weaken our defense posture is to invite new Koreans.

The President must make this clear, by leadership more incisive than the sweet reasonableness of his unimpassioned, and possibly ineffective, appeal of last week. But it is also the duty—and opportunity—of the members of Congress to provide leadership. Even if their constituents were clamoring to endanger the public safety, which we do not believe they are, it would still be their duty to oppose them. Men who are real leaders do not have to consult their constituents where matters of principle are concerned. Rather by their rectitude and integrity they shape the thinking of the public. That is the task of real leaders. Now, truly, is a time for all good men to come to the aid of their country.

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FIRST AID KIT FOR YOUR CAR!

**\$1.23
VALUE**



Keep First Aid handy
wherever you go!
Handsome hinged box of
clear plastic contains:

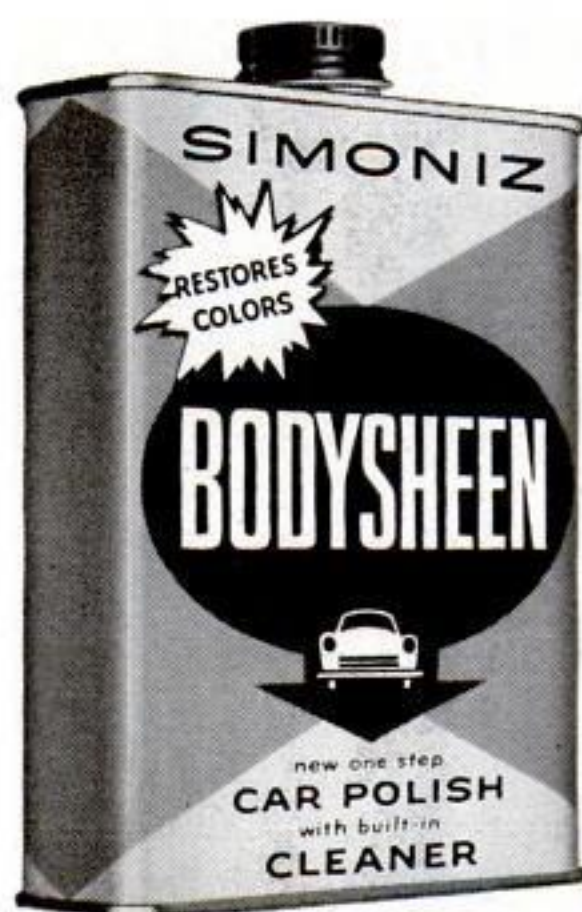
- Plastic Bandages
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- Burn Ointment
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- Gauze Bandage
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FOR THE MODERN CAR FINISH... **BODYSHEEN**® by **SIMONIZ**

BODYSHEEN is a polish *and* a cleaner in one easy-to-apply liquid! Wipe on, wipe off, that's *all* you do.

Why wash your car—use Bodysheen! It removes invisible grime and road film. Boosts color, renews finish, protects shine—gives your car that brilliant glow.

Get it today from your favorite dealer.



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1. Buy Bodysheen and try it on your car.
2. Remove the paper liner from inside the cap of the can and mail with your name and address to:
SIMONIZ COMPANY, P. O. BOX 1111, CHICAGO 90, ILL.
3. Only one First Aid Kit mailed to a family. Your request will receive prompt attention but please allow up to 30 days for handling. Offer good only in continental U.S.A. and Alaska. Expires August 31, 1957.

A LOOK AT THE WORLD'S WEEK



THE LITTERED TRAIL OF A TEXAS TORNADO

Under the five-minute impact of a tornado Silverton, Texas, normally a quiet community of 950 people, looked like a wasteland. One of a dozen twisters that roared through Texas in one night as the state continued to suffer a violently turbulent spring (LIFE, April 15), the twister whooshed

over a small lake (*top*) and cut the swath through the Silverton residential section which is shown down the middle of this picture. Then the tornado blew itself out in the Panhandle plain, leaving in its wake 20 Silverton residents dead, 22 houses wrecked and 38 others damaged.



AFTER A DELUGE, HELPING HANDS

In Dover, Okla. Red Cross workers who call themselves "Calamity Janes" joined hands to lead a boy to safety. The flooded Cimarron River, bursting with 12 inches of rain in one night, forced the mass evacuation of Dover and of hundreds of people in other parts of northern Oklahoma.



AFTER A DICTATOR, NEW BOSSES

The military junta that replaced Dictator Rojas in Colombia (LIFE, May 20) stood up to be counted in Bogotá. Left to right: Brig. General Luis Ordóñez, Brig. General Raphael Navas Pardo, Major General Gabriel Paris, Major General Deogracias Fonseca and Rear Admiral Ruben Piedrahita.

AFTER UPSET RIDE, A WEARY PILOT →

Even right side up Leon Biancotto looked upset. A French stunt pilot, he had just hung over Paris for an hour and 16 minutes, setting a new record for one of the world's most obscure pastimes—upside-down flying. "My legs are numb and I have a terrible headache," he said of his ride.





Tonight

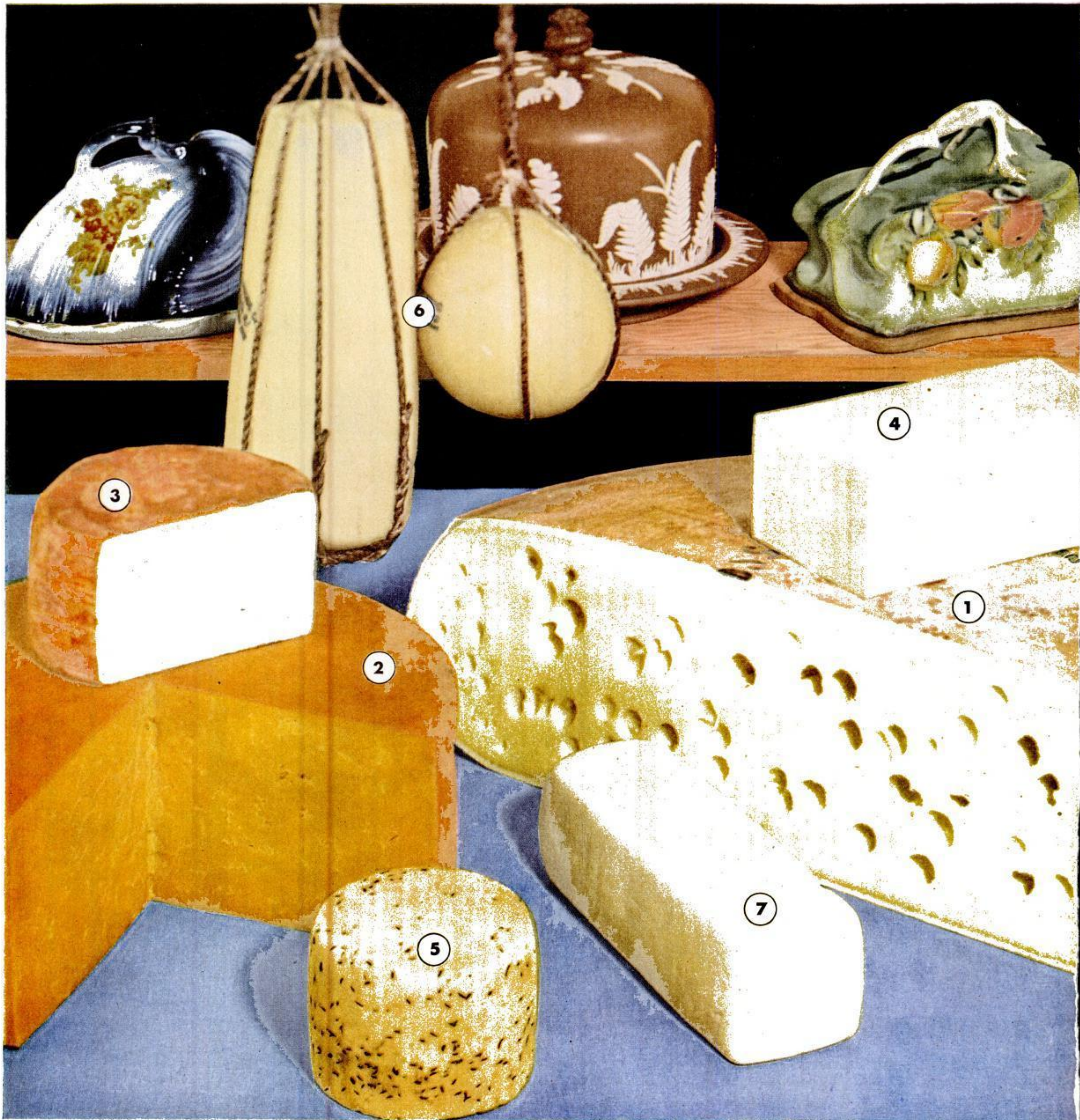
across the nation, Seagram's 7 Crown will add more pleasure to more glasses than any other whiskey in the world. We hope your glass will be among them.

Say **Seagram's** and be **Sure**

OF AMERICAN WHISKEY AT ITS FINEST

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

New! These favorite natural cheeses



NATURALLY FROM KRAFT

sliced by Kraft

So handy, so good. Sealed in keep-fresh packages. No rind. No drying out. Sliced just the right thickness for sandwiches.



1. Swiss. This is truly fine natural Swiss cheese that Kraft brings you with real fresh-cut goodness in every tender morsel. Rich, nut-like flavor. The cheese that belongs with beverages. Just taste it!



2. Old-Fashioned American. Here's real old-time "store cheese", all sliced for snacking or for pie. It's Kraft's famous Cracker Barrel brand in your choice of sharp or mellow cure. Wonderful for sandwiches, too. Great eatin' cheese!



3. Muenster. It's a real rathskeller cheese. Kraft Natural Muenster is a fairly robust, German-type cheese, traditionally served with dark bread and beverages. Sealed to keep every morsel tender-fresh. So handy to have on hand!



4. Brick. Kraft Natural Brick Cheese has a mellow cured flavor similar to Muenster, but a little milder. With pumpernickel and a bit of mustard it's the perfect partner for beverages. Try it in hot toasted sandwiches, too.



5. Caraway. A spicy Scandinavian-type cheese. Kraft Natural Caraway Cheese is studded with the savory seeds. This cheese is known as "Kuminost" in Denmark and Sweden where it's beloved for sandwiches. Also grand with fruit.



6. Provolone. Another Italian-type cheese with a deep, smoky richness. Provolone originally comes in a sausage or round shape. Now Kraft brings you neat round slices for snacks and sandwiches. Try it either cold or grilled.



7. Mozzarella. This is the cheese for homemade pizza! Kraft Natural Mozzarella, all sliced, melts at just the right temperature with just the right texture and flavor for perfect pizza. Grand on other Italian dishes, too!

They're the "good time eatin' cheeses"—beloved in so many corners of the globe, because they are the natural companions of crusty bread, beverages, pizza, crackers.

The kind of cheeses that belong with fun times at your house. And now Kraft has sliced them for you—and sealed them in special packages (6 and 8 ounces) that

save refrigerator space and protect their *original goodness*. Every slice the right thickness for sandwiches!

Sample several of these Kraft varieties this very week. Now that you don't have to buy a "hunk", you'll enjoy these wonderful natural cheeses often. See the whole array of Kraft Natural Sliced Cheeses at your grocer's.

THE FINEST OF NATURAL CHEESES



Where today? Fishing, picnicking or just fun!

EVEN LOOKING GIVES YOU A LIFT...

"Sweetest-running Johnsons ever!"

A new world begins anywhere there's a water's edge . . . but it can be explored only by *boat*! For 1957, you can choose from 9 of the sweetest-running Johnsons ever built. Smallest is the sturdy 3 hp Sea-Horse that takes you wherever a boat will float. Newest and mightiest is the 35 hp Golden Javelin, ultimate in outboards.

Actually, the whole line's loaded with dependability features. There's even easier manual starting on all models, plus 12-volt electric for both the new 18 and 35 hp classes. What's more a new slip-clutch ends drive pin worries. See your Johnson dealer now. He's listed under "Outboard Motors" in your classified phone book.

FREE! 1957 Sea-Horse catalog, write: Johnson Motors, 260 Pershing Rd., Waukegan, Ill. Division of Outboard Marine Corp. In Canada: manufactured by Johnson Motors, Peterborough, Ont.

A million Sea-Horse owners will tell you JOHNSON KNOWS BEST

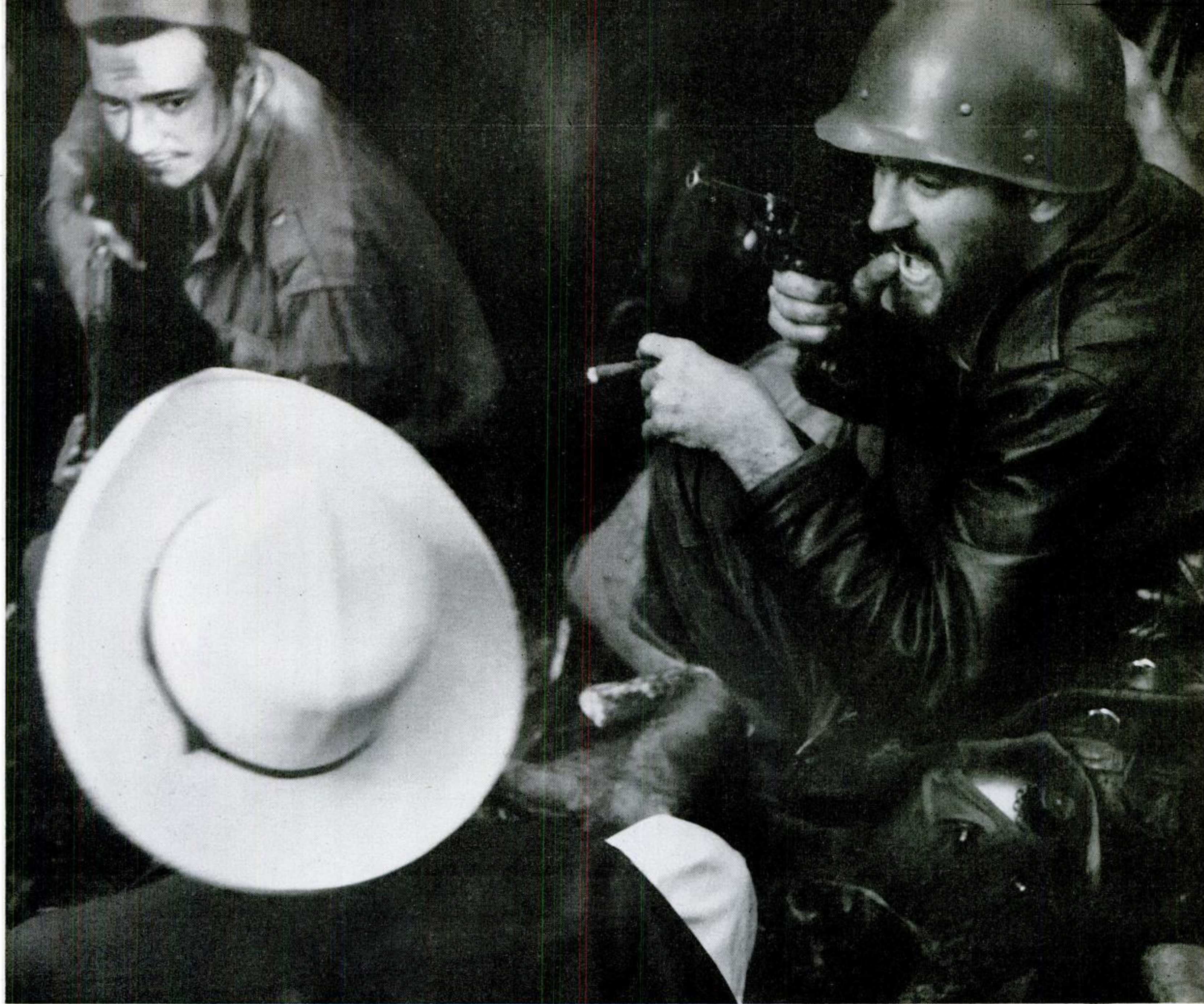
FOR '57—A WIDE AND WONDERFUL CHOICE!

(From \$155 to \$625)

Golden Javelin*, Sea-Horse 35*, Sea-Horse 35, Sea-Horse 18*, Sea-Horse 18, Sea-Horse 10, Sea-Horse 7½, Sea-Horse 5½, Sea-Horse 3. Nine models in all.

*12-volt electric starting (new quick-charging generator available as accessory on first two models). Prices f.o.b. factory, subject to change. OBC certified brake hp at 4000 rpm (18s and 35s at 4500)





A MAN FACING DEATH, A BATISTA SPY (BACK TO CAMERA) CONFRONTS PISTOL-WAVING REBEL CAMILLO CIENFUEGOS AND A RIFLEMAN. SPY WAS LATER SHOT

IN MAN'S WAR U.S. BOYS QUIT

The sputtering Cuban civil war went grimly on. Fidel Castro's handful of rebels were still eluding some 3,000 of Dictator Batista's troops and they were dealing summarily with Batista spies (*above*). The realities of the war proved too much for some spirited American youths who had joined the rebels.

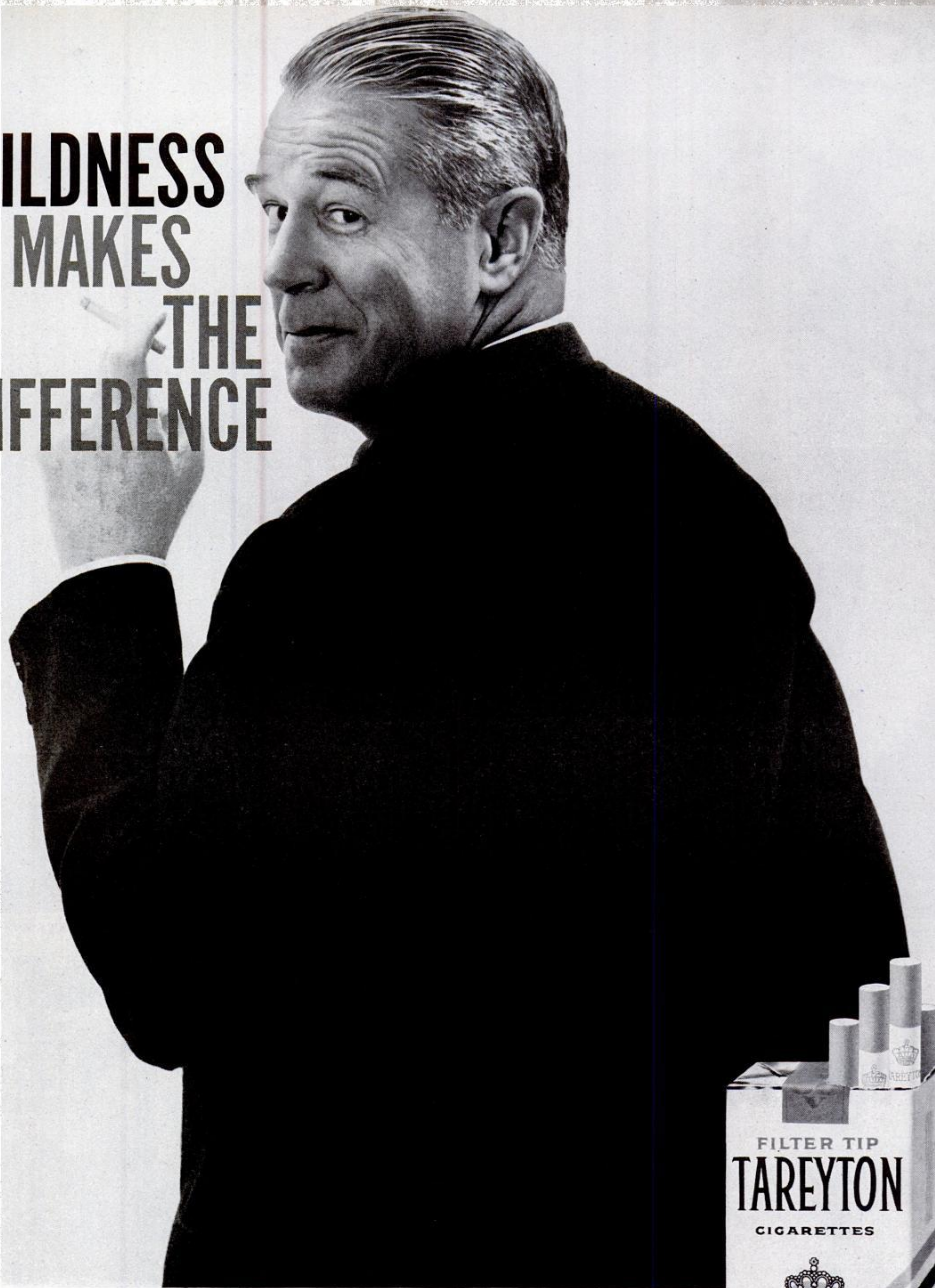
Sons of U.S. Navy men stationed at Guantanamo Bay, Cuba, Michael Garvey, 15, Victor Buehlman, 17, and Charles Ryan, 20, had since February been sharing the rebels' life in the eastern Cuban mountains. This month, after CBS newswriter Robert Taber had gone in to take these pictures, Garvey and Buehlman let Taber escort them back home. Ryan, however, stayed on. He told Taber, "I figure the fight in Cuba is for the kind of ideals on which the U.S. was set up." Then he burst into tears.



SAYING GOODBY as they leave a rebel camp in the hills, Buehlman shakes hands with Cienfuegos

while Garvey waits his turn. Insurgents' Chieftain Fidel Castro (with beard) and Ryan (*center*) watch.

**MILDNESS
MAKES
THE
DIFFERENCE**



Day after day, Tareyton mildness makes a wonderful difference in your smoking! Tareyton's superb tobaccos are *selected* for mildness, *blended* for mildness. That means that pack after pack, your taste stays fresh, clean, wide-awake. You get the flavor, the satisfaction you want. You get a filter that really filters. You *enjoy* Tareytons more! Try them—you'll see. At popular filter price everywhere.



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BY THE MAKERS OF HERBERT TAREYTON—FAMOUS FOR QUALITY, DELIGHTFULLY MILD, TIPPED, FULL KING SIZE.

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A NEW LANDING AT JAMESTOWN

It marks a 350th anniversary

In the lower James River area of Virginia the natives could have been pardoned for not being sure what century they were in. Last month three tiny sailing ships appeared and unloaded passengers in 17th Century garb at Cape Henry. After a brief encounter with a band of men in Indian dress the invaders re-embarked. Then a bearded man in a plumed helmet who said he was Captain John Smith landed by helicopter. Later the ships arrived at Jamestown and three fast-flying jets, bearing the same names as the sailing ships, flew in from London.

The ships, the jets and Captain John all were part of a historic occasion: the 350th anniversary of the first landing of white settlers at Jamestown to found the first permanent English-speaking settlement in the New World. The celebration of the anniversary will go on for seven more months. During that time some 2.5 million visitors are expected, including President Eisenhower and Queen Elizabeth. And because of the celebration, Americans will come to understand better the courageous story of Jamestown's colonists—a story told on the following pages by an eminent Virginian.



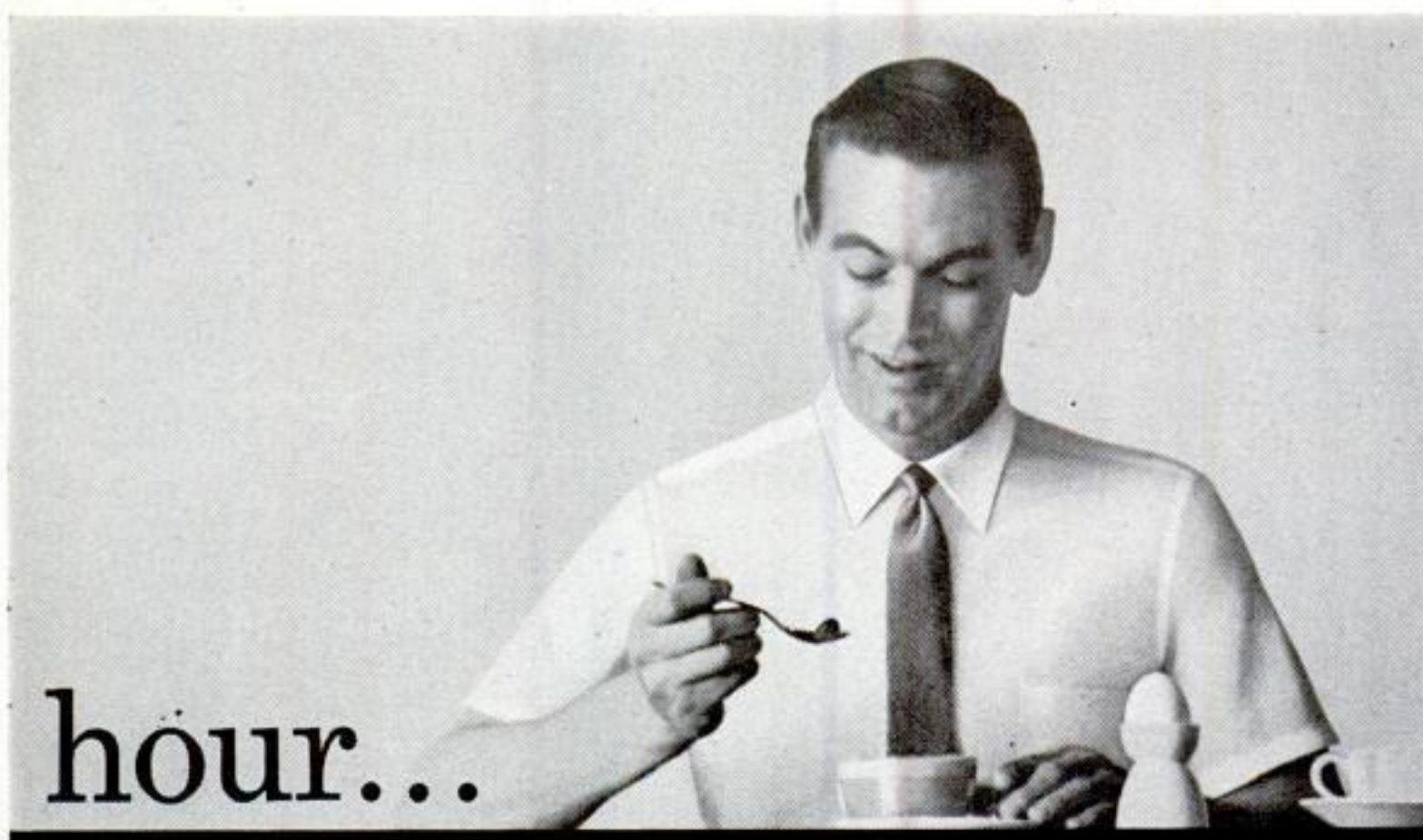
CAPE HENRY LANDING and re-embarkation is re-enacted by men with oars awaiting small boat which

will take them back to ships (left to right) *Godspeed* and *Susan Constant*. Aircraft carrier is *Valley Forge*.

CAPTAIN JOHN SMITH (CAPTAIN RONALD IRVING, USN) SPEAKS AT JAMESTOWN CEREMONY AS VICE PRESIDENT NIXON AND OTHER DIGNITARIES LISTEN



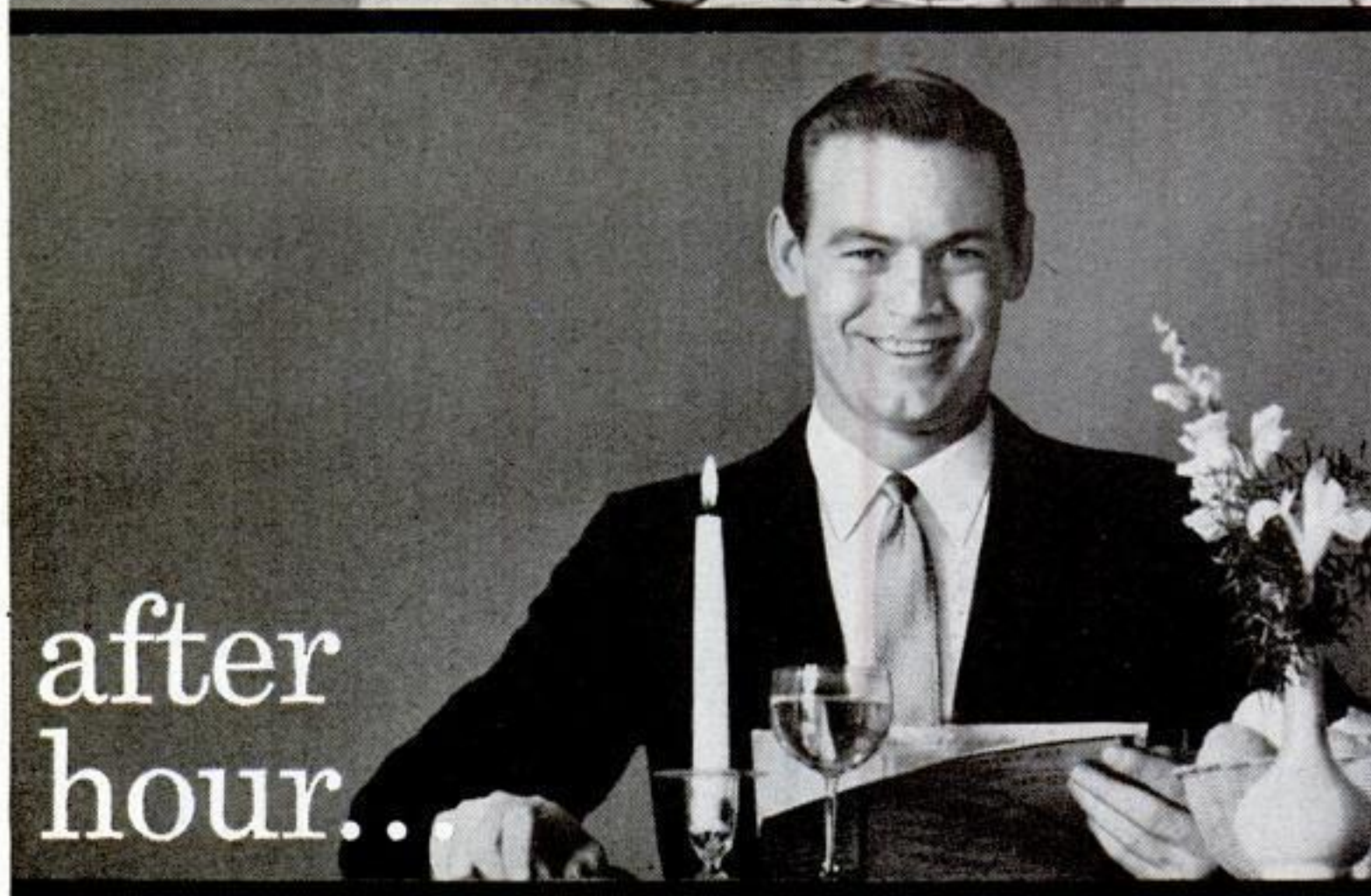
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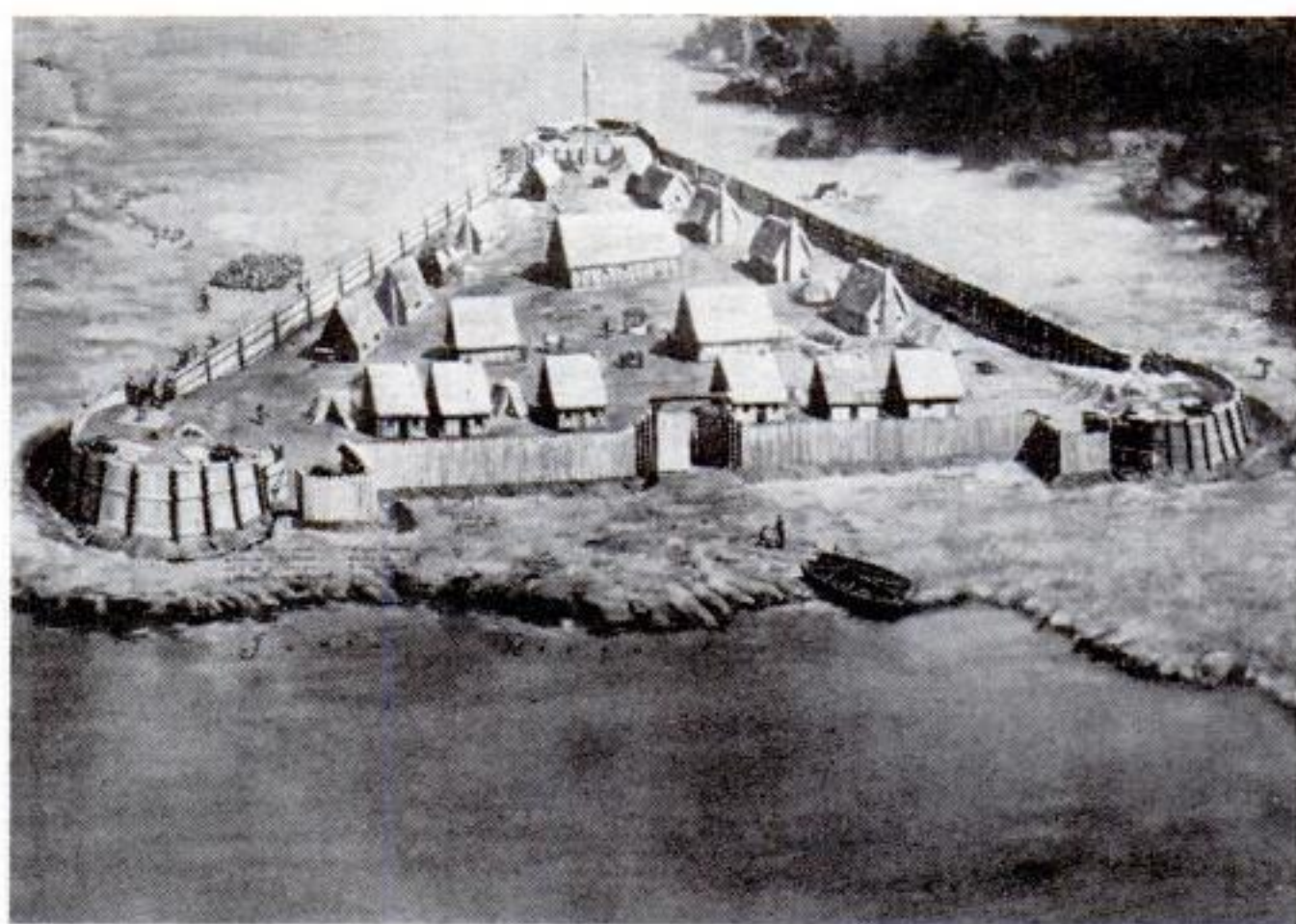
stay cool and neat

Wear it from morning to midnight—through heat and humidity. This amazing shirt not only keeps you cool—its patented one-piece soft collar stays *neat* and *unwrinkled* every minute of the day! It's always soft, for it never needs starch. Available in 4 collar styles. \$4.00.

The revolutionary soft collar
on **VAN HEUSEN**®
century sheer shirts
WON'T WRINKLE... EVER!

At better stores everywhere, or write to Phillips-Jones Corp., 417 Fifth Avenue, N. Y. 16, N. Y. Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Sweaters

Jamestown CONTINUED



TRIANGULAR FORT, re-created in the painting above, was built as soon as colonists landed. The bulwark at each corner had four or five artillery pieces.

THE HEROIC FIGHT FOR A COLONY'S SURVIVAL

by VIRGINIUS DABNEY

A distinguished author and Pulitzer prize-winning editorialist, Mr. Dabney is editor of the Richmond Times-Dispatch

ALMOST inconceivable sufferings and hardships were endured and surmounted by the settlers who landed at Jamestown in 1607. Famine, disease, cold and Indians killed four out of every five who poured into the Virginia "slaughterhouse" during the decade and a half that followed the coming of the first settlers.

Yet the survivors and those who followed succeeded in establishing the first permanent English-speaking colony in North America and the first legislative assembly in the New World. The Jamestown settlement, said the noted historian Lord Bryce, was "one of the great events in the history of the world" which can be compared "for its momentous consequences with the overthrow of the Persian Empire by Alexander; with the destruction of Carthage by Rome; with the conquest of Gaul by Clovis; with the taking of Constantinople by the Turks—one might almost say with the discovery of America by Columbus."

Many New England writers and orators in the 19th and 20th centuries managed somehow to put on blinkers and to ignore the very existence of the Virginia settlement—although it preceded the coming of the Pilgrims by 13 years. One would suppose from reading the deliverances of these worthies that everything began with the Mayflower Compact, which was framed and signed more than a year after the first legislative assembly met at Jamestown, and that nothing of moment ever occurred in Virginia during that colony's early years. The Pilgrims of Plymouth, the Puritans of Massachusetts Bay were important, of course, but the contributions of the Jamestown settlers were earlier in time and at least equal in significance.

The first Jamestown settlers arrived in three ships owned by the Virginia Company of London and commanded by Captain Christopher Newport. Captain John Smith, whose name is synonymous with the Jamestown expedition because of the history he wrote, was an explorer who came over with the colonists. He did not officially become their leader until 1608. There were about 100 men in the first group. All of the women came later. The ships had taken the long route via the Canaries and made several stops in the West Indies. A violent storm almost wrecked the expedition as it approached the North American continent. But it blew itself out and the weary voyagers sighted the mainland on April 26, 1607. They first went ashore on the south side of the entrance to Chesapeake Bay. They set up a cross and named the point of land Cape Henry, for the then Prince of Wales, and called the opposite cape Cape Charles, for the Duke of York.

It was at Cape Henry that the little band experienced the first of many attacks from the Indians, who, reported the expedition's chroniclers, came "creeping upon all foure from the Hills, like Beares." The

CONTINUED

CAN'T WAIT
TO
TASTE IT!

NEW GOLDEN NECTAR KOOL-AID!



Delightfully different cool-off drink
with just a touch of tang! Stir up a
frosty pitcherful for your family today!



9 great flavors now!
5¢ package
makes two quarts

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NEW!

Fresh

READY ROLL-ON

ANTI-PERSPIRANT

KEEPS YOU CONFIDENTLY DRY

NEW! Rolls on instantly

No tipping, no twisting to get it started



Fresh Ready Roll-On is self-starting. It stands on its head in its trim, elegant little base. The ball stays moist. The lotion rolls on at a touch.



NEW! Continuing drying action keeps you fresh as a daisy, lovely to love

Here, in this delightfully easy-to-use deodorant, the scientists at Fresh give you the results of their latest discovery.

It's a special moisture-absorbing ingredient that protects you from perspiration and odor from the moment you put it on. It dries instantly, without stickiness. And see how comfortably dry and fresh you stay all through the day and night, when you wear the New Fresh Ready Roll-On Anti-Perspirant!



Prefer a stick deodorant?
New Fresh Stick is more than a deodorant—it's a true anti-perspirant. It goes on dry, invisibly. Your fingers never touch it.



Prefer a deodorant cream?
New Fresh Cream is the neatest, nicest cream deodorant you ever used! It even looks fresh, with a little dimple on top, when you open it.



Fresh
is a registered trademark of Pharma-Craft Company

IF YOU PRIZE IT...**KRYLON**-IZE IT!



Painting this wicker chair the old-fashioned "brush and bucket" way takes 45 minutes. With Krylon—5 minutes.

Perfect painting the
"PUSH BUTTON" way

Beautify in minutes with

KRYLON



Covers almost any surface — wood, metal, paper, etc. Quick and easy. No brush, no muss, no fuss. Dries in minutes. Long lasting, professional finish. At paint, hardware, automotive, art supply, radio-TV stores.

18 DECORATOR COLORS

Glossy White	Glossy Black
Flat White	Flat Black
Baby Blue	Hunter Green
Royal Blue	Cherry Red
Chrome Yellow	O.D. Khaki
Light Grey	Bright Silver
Dove Grey	Bright Copper
Machine Grey	Bright Gold
Baby Pink	Int'l. Orange
and Crystal Clear	

IF YOU PRIZE IT...KRYLON-IZE IT!

DRIVING NORTH, THEOPHILUS BUNNY
WIRED HOME TO HIS WIFE, SAYING: "HONEY,
I'VE JUST HAD A CRASH,
TELEGRAPH ME SOME CASH—
THEY WON'T TAKE CONFEDERATE MONEY!"



Driving North, Theophilus Bunny
Wired home to his wife, saying: "Honey,
I've just had a crash,
Telegraph me some cash—
They won't take Confederate money!"



"STARVING TIME," the colony's lowest ebb, came during winter of 1609-1610, when famine and disease wiped out almost nine tenths of the colonists.

Jamestown CONTINUED

English fired their muskets, strange and terrible weapons which the savages had never seen or imagined. The Indians thereupon "retired into the Woods with a great noise."

The colonists proceeded into the broad mouth of the river which they were to name the James, for England's king. At the spot which the colonists named "James Towne" or "James Citty," anchors were dropped on May 13. Next day the colonists disembarked to the sound of trumpets. Despite this brave fanfare, the settlers were faced immediately with a grim struggle for survival, for the stock of provisions had fallen alarmingly low after the long voyage.

They began building a large triangular fort and planting crops. Fortunately, while more than half of the company were listed as "gentlemen," there were also some artisans and yeomen.

A week later Captain Newport set out upstream in a shallop to explore the James, accompanied by a score of companions. Arriving at the falls of the river, at the site of present-day Richmond, they erected a cross and, "with a great showte," formally took possession of the territory roundabout in the name of King James.

When the explorers got back to Jamestown they found that the Indians had attacked the day before, wounding 11 and killing a boy. This was the beginning of an almost interminable series of disasters. By July starvation and disease were taking a frightful toll.

Typhoid fever carried off more than any other disease, it appears. Malaria, dysentery, scurvy and cholera also wrought havoc among the undernourished settlers. The dead were "trailed out of their Cabines like Dogges, to be buried." By the end of the summer, almost half had died, and "not six able men in our Towne were left."

With the arrival of autumn and cooler weather, conditions improved temporarily. But food was still extremely scarce. The shortage was partly due to a stupid communal plan instituted at the very beginning, under which nobody owned land, and property and produce were held in common.

Captain Smith managed to cajole or scare the Indians into exchanging some corn for trinkets. Later, while on a food-hunting expedition, Smith was captured and brought before Powhatan, the leading Indian chief, a man of immense dignity and craft. The native warriors, according to Smith, were prepared to beat his brains out with clubs. Suddenly "Pocahontas, the king's dearest daughter, when no intreaty could prevaile, got his [Smith's] head in her arms, and laid her owne upon his to save him from death."

In January, Captain Newport arrived from England bringing more settlers and supplies, but a disastrous fire broke out and destroyed the church, the common storehouse and all but three of the dwellings. This was the year of the "extreame frost," when, according to a letter written by one of the colonists, even the fish froze in the river, and the sufferings of the almost shelterless colonists were intense.

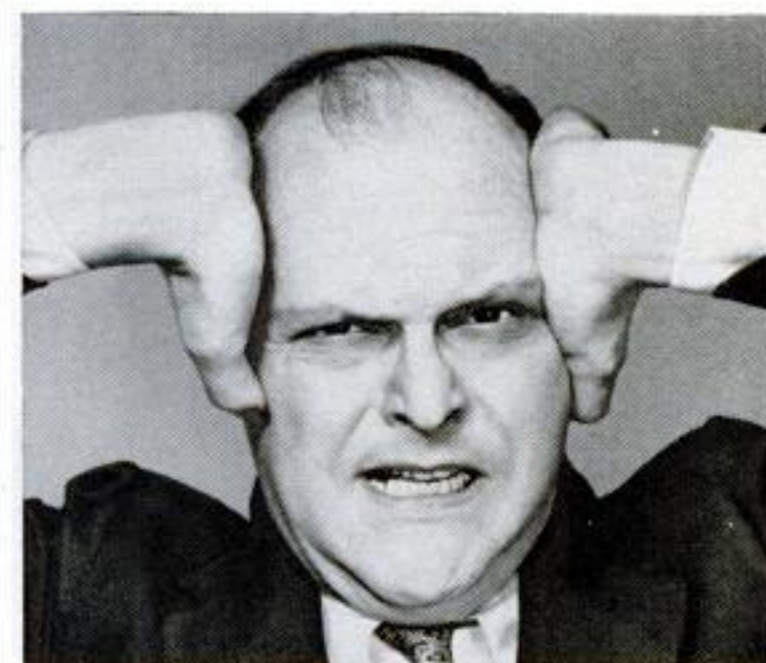
Smith was made president of the council and announced that—"He that will not worke shall not eat." This had a good effect. But supplies



POCAHONTAS wed John Rolfe, bore son Thomas.

CONTINUED

UNDER PRESSURE ?



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you get from RYBUTOL
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and mineral formula**

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Nutritionists now believe that a critical shortage of certain B-complex vitamins, particularly Vitamin B₁, can result in poor "nerve nutrition."

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Temperatures are perfectly controlled, automatically, with famous Toastmaster precision. Every dish is deliciously right, every time. 11"—\$19.95; polished-aluminum domed cover, \$3.25. 12"—\$24.95; polished-aluminum domed cover, \$4.25.

- Larger cooking area—square shape gives 20% more than round pan.
- Uniform heat over every inch of the pan.
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- Automatic signal lights when pan is ready.
- Easy-to-read cooking guide on handle.
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Automatic Appliances

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Jamestown CONTINUED

were dwindling when he returned to England in October 1609 after he was wounded in a gunpowder explosion. He never came back.

In the winter of 1609-10 came the "Starving Time," one of the most terrible periods in American history. The famished colonists was forced to eat "dogges, Catts, Ratts, and myce" as well as "Serpents and snakes." Of 490 colonists in Virginia at the beginning of October, all but 60 were dead with the arrival of spring.

In this fetid atmosphere of starvation and death, Sir Thomas Gates, deputy governor of Virginia, felt that the prospect was hopeless and ordered Jamestown abandoned. His order was obeyed but the fleet had dropped down the river only a short distance on its way back to England when a ship came with the electrifying news that a relief convoy was near. Virginia was saved again.

In the spring of 1613 Pocahontas was enticed on board one of the English ships by an Indian who had been bribed with a copper kettle. She was held at Jamestown for a considerable time and finally was converted to Christianity, the first such conversion by the colonists. John Rolfe, a planter, fell in love with her and, after obtaining the permission of the governor, they were wed in the Jamestown church in 1614. It was the beginning of an unprecedented era of peace between the settlers and the Indians.

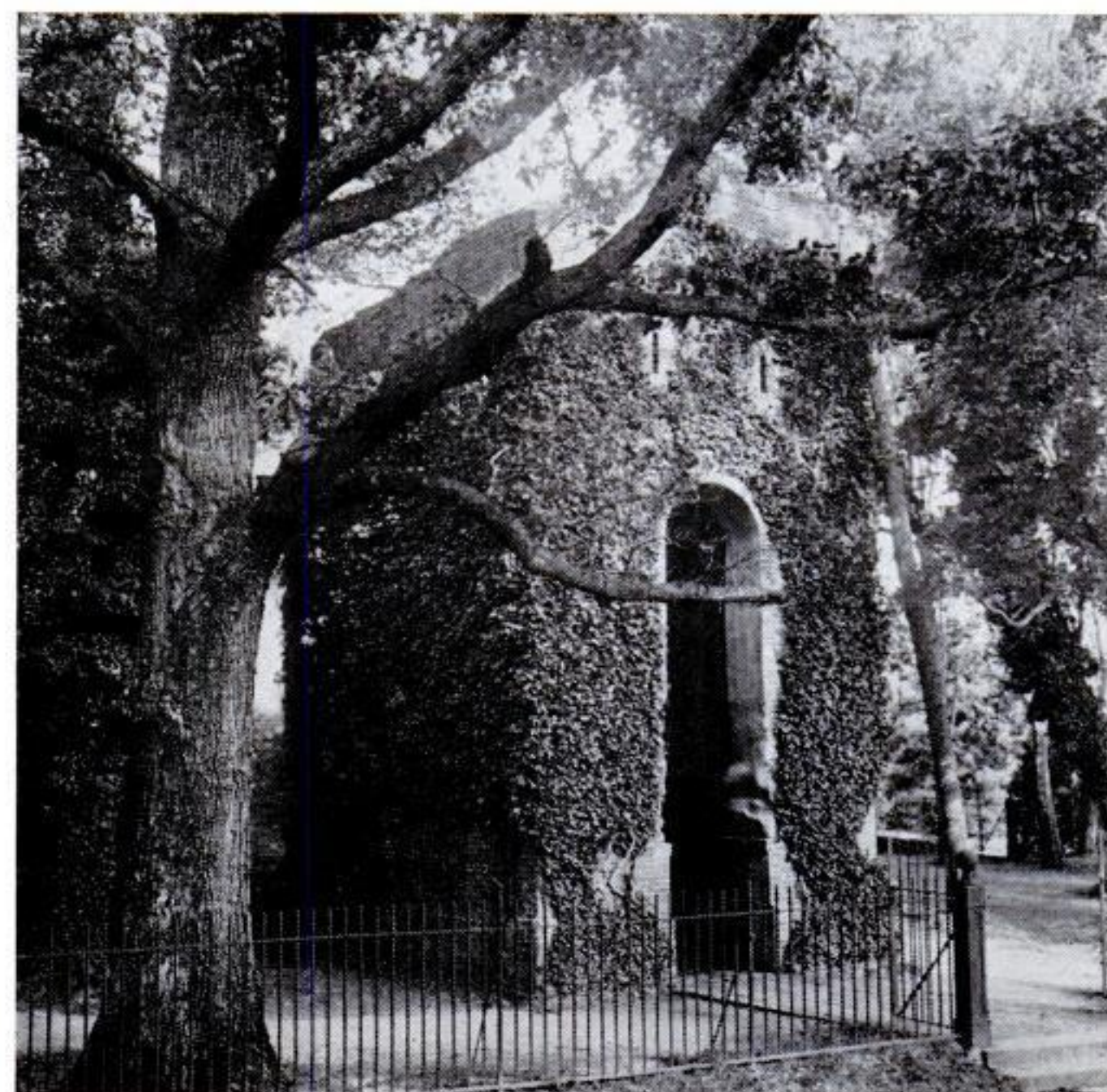
Rolfe was responsible not only for this, but for developing the first Virginia tobacco, the sole product of importance which was produced or discovered in the colony during the 17th Century.

Now came an epoch-making development in the history of free institutions: the grant of representative government to the Jamestown colony under the Great Charter drawn up by the Virginia Company of London. This established in Virginia a Council of State, which was to consist, for the present, of the governor and his counselors, chosen by the Company in England; and the General Assembly, which was to consist of the Council of State, and "two Burgesses from each plantation to be elected by the inhabitants thereof."

This General Assembly convened in the church of Jamestown on July 30, 1619, with Governor George Yeardley presiding. The Great Charter, democratic in its concepts, was accepted by the legislative body, and became, in effect, the constitution of the colony. The law-making process begun then has continued down to the present.

Then came another catastrophe. On Good Friday morning in March 1622, the Indians, led by crafty Chief Opechancanough, began slaughtering the whites in their beds, at breakfast, in the fields or wherever they happened to be, up both sides of the James River for 140 miles. Some 350 men, women and children were clubbed to death, cut to pieces, shot, and often horribly mutilated as well, in this orgy of frightfulness. Among them were six members of the council including, apparently, John Rolfe.

A series of fiendish treacheries and cruelties, practiced by both sides, followed. For a year or two the death rate from disease at Jamestown remained high. But the brave colonists persisted, and by 1630, having conquered its worst problems, Virginia was firmly established.



ONLY SURVIVING STRUCTURE of colony is ruined tower of church built in 1639 and destroyed by fire during a brief rebellion of the colonists in 1676.



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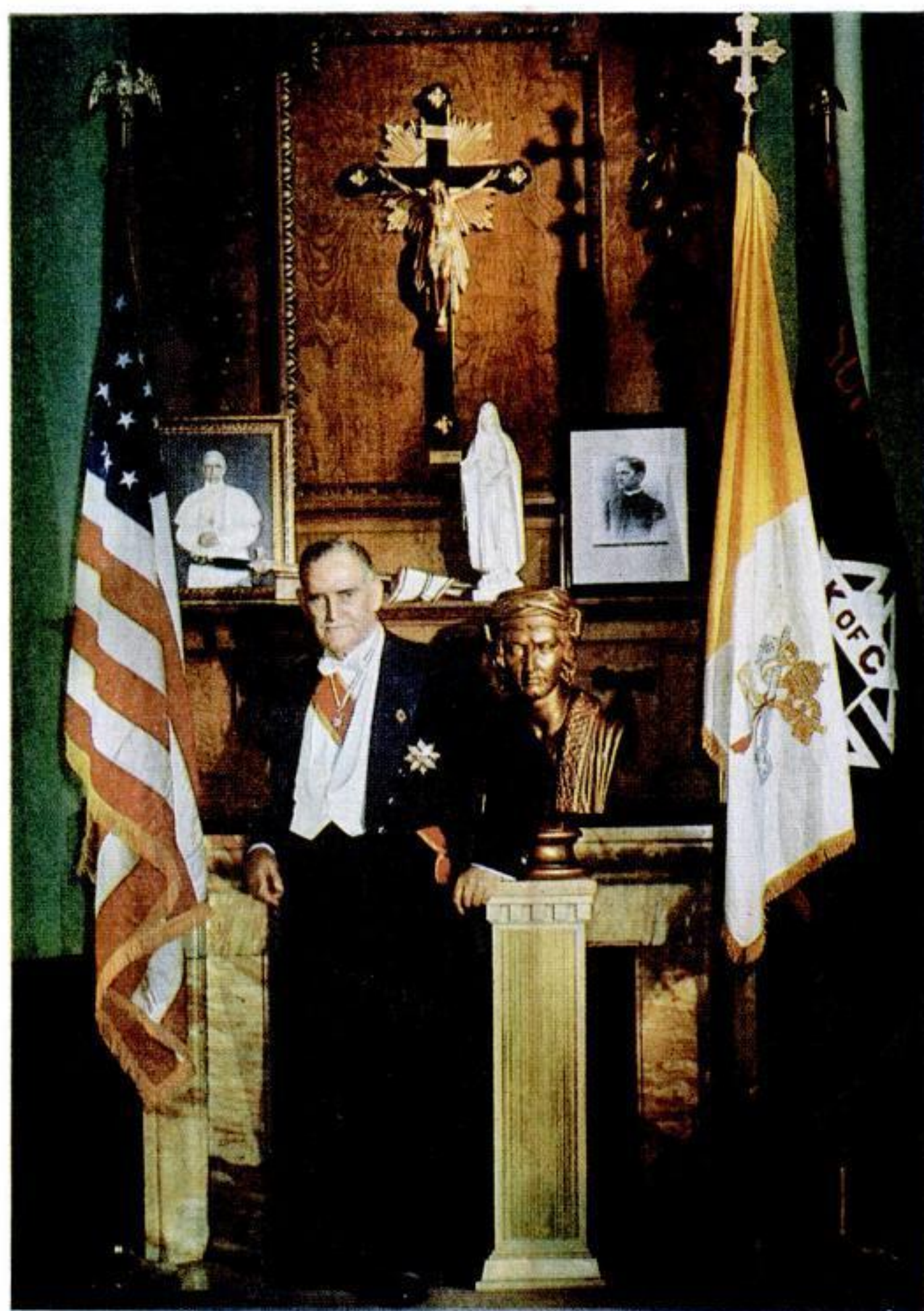
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is headed your way—from the one and only land of
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Enjoy a flavor that's *something special!*

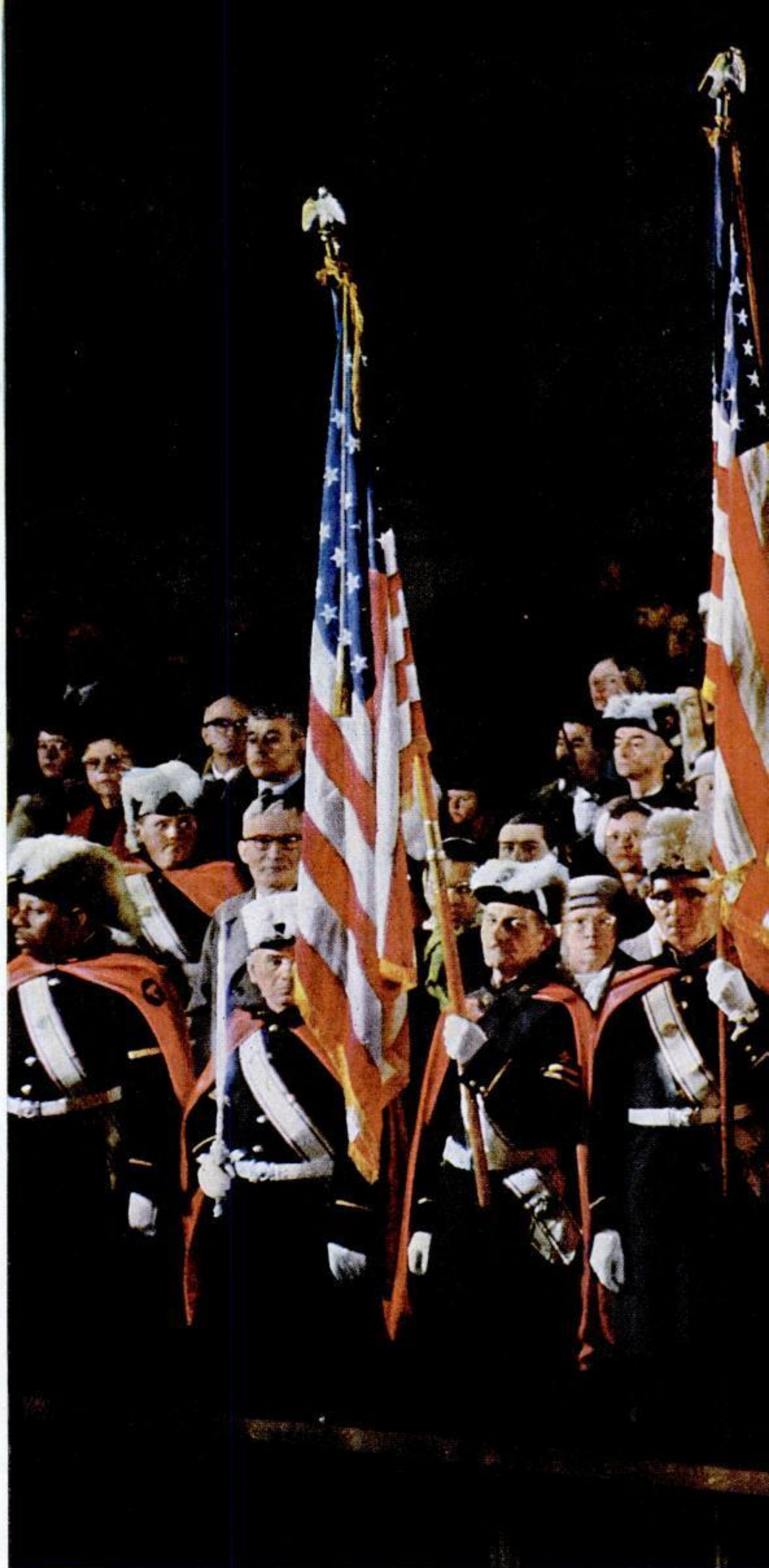




GREETING TO KNIGHTS is given by Pius XII to K. of C. Rome representative Enrico Galeazzi on the 75th anniversary. At left is Cardinal Ottaviani.



SUPREME KNIGHT Luke E. Hart, order's head since 1953, stands by bust of Columbus in New Haven headquarters. At right are papal and K. of C. flags.



WEARING PLUMED HATS, MEN OF TOP-RANKING GROUP OF KNIGHTS,

KNIGHTS OF

A million-member fraternal order

The world's largest and strongest Roman Catholic fraternal organization, the Knights of Columbus, this spring celebrates the 75th anniversary of its founding. Seven men organized the K. of C. at New Haven, Conn. in 1882. Now its active membership numbers more than a million practicing Catholics, and the Vatican admiringly describes it as "the right lay arm of the Catholic Church in America."

In a church traditionally dominated by its priestly hierarchy, the Knights wield a powerful lay influence, typified by one of their slogans: "Serve your Faith, Flag, Family, Self." It was founded to give active Catholics a secret society they could join with the full endorsement of



THE FOURTH DEGREE, STAND AT ATTENTION IN ST. PATRICK'S CATHEDRAL DURING ANNUAL MEMORIAL MASS ATTENDED BY THE NEW YORK CHAPTER

COLUMBUS IN 75TH YEAR

is the busy, prosperous 'right arm of the Catholic Church in America'

their church, and it resembles other large fraternal orders which do not have strong religious ties. The Knights have elaborate initiation ceremonies for different degrees of membership, use special words and symbols, hold their ceremonies in secret and dress in various colorful uniforms.

Like an ardent Mason, Moose or Elk, an enthusiastic Knight can easily find himself devoting a vast amount of time, energy and emotion to the work of his order. The Knights publish a monthly magazine, *Columbia*, with the biggest Catholic circulation in the world (over a million), run correspondence courses on Catholicism for non-Catholics, own a lot of valuable property including a big brass tube mill and the

land under Yankee Stadium, and are now celebrating their diamond anniversary by building a 316-foot campanile in Washington, D.C.

The Knights are an actively functioning order in all 48 states and all 10 provinces of Canada, as well as in Alaska, Cuba, Mexico, Puerto Rico, the Panama Canal Zone and the Philippines. They chose the first word of their title to emphasize their knightly ideals of service "to Church, Country and fellow man" and honor Christopher Columbus as "the Catholic Discoverer of America." LIFE recently received permission from the order's Supreme Board of Directors to photograph many ceremonies which have never before been seen by nonmembers.

CONTINUED

FOR EVERY AGE, A SOLEMN PAGEANTRY



COLUMBIAN SQUIRES in New Haven initiate members. Seated youths already belong. Robed

officers explain the importance of their Catholic heritage to the new candidates (in white shirts).

As a big, active fraternal order, the Knights have a lot of related organizations. Mostly they are for the relatives of Knights, but any practicing Catholic can join. The Columbiettes are set up for adult women, the Columbian Squires for boys of high school age, the Squirettes for teen-age girls. There are outfits that go in for everything from high jinks, like the marching Zouaves (below, left), to history, like the Order of the Alhambra, which wears Moorish-type costumes and has sprinkled statues and markers over the U.S. and Canada.

The Squires hold "vocational evenings" in which they discuss various lines of work they might enter. They collect for repair broken rosaries to use in the mission field. They get together with the Squirettes to hold dances. The ladies' auxiliaries also go in for a wide range of activities, from Communion breakfasts to blood donations to discussions on teen-age dating. The ceremonies of all these branches have the rich color and vivid pageantry long associated with Roman Catholicism, and they possess a natural attraction for everyone over 13 in any Catholic family. Membership in the related organizations is now more than 100,000 and growing fast. That of the Squires alone has tripled in the past three years.



COLUMBIETTES of New York show installation of state officers in Brooklyn council hall. Guarded by warriors, the new secretary gets sash of officer.

ZOUAVE DRILL TEAM of Third Degree Knights march in high step at Cathedral School in St. Louis. Gold sashes on uniforms represent papal colors.



SQUIRETTES, officers of a group in Silver Spring, Md., gather round statue of Virgin Mary in ceremonial. They are (left to right) President Susan Ingram,

Treasurer Nancy Troy, Secretary Sharon Byers, Vice President Kathleen Kinsella. The array of candles stands for love of God, service to God and purity.

CONTINUED



CEREMONIAL POMP FOR FOURTH DEGREE

To recognize its most worthy members, the Knights of Columbus instituted a topmost honorary rank called the Fourth Degree. A new member of the K. of C., starting as a First Degree Knight, rises quickly through the First and Second Degrees to the Third Degree. If he serves in this degree faithfully for two years, he becomes eligible for the Fourth Degree. More than a fifth of all Knights belong to the Fourth Degree.

The Fourth Degree initiation ceremony of the K. of C. is shown here for the first time in photographs taken at Milwaukee. Three successive "stations" explain the theme of the degree: "Patriotism hand in hand with religion." Candidates are instructed in their responsibility to Catholicism, the U.S. Constitution and the ideals of Christopher Columbus. At the fourth station, initiates are girded in the colorful gear which contributes most of the pageantry of the Knights (*next page*).



GIRDING CANDIDATES, men of Milwaukee color guard adjust initiates' baldrics and swords.

CEREMONIAL SWORDS, mark of new rank, are picked up by Fourth Degree candidates in

Milwaukee initiation. Swords are used in salutes in degree's participation in Church ceremonies.



← AT FIRST STATION, members in capes, formal dress, top hats hear Defender of the Faith instruct candidates on Fourth Degree's obligation to Catholicism.

KNIGHTING CEREMONY for 210 candidates is done for one candidate, Harlan Kelley, who though a blind amputee, practices law in Baraboo, Wis.

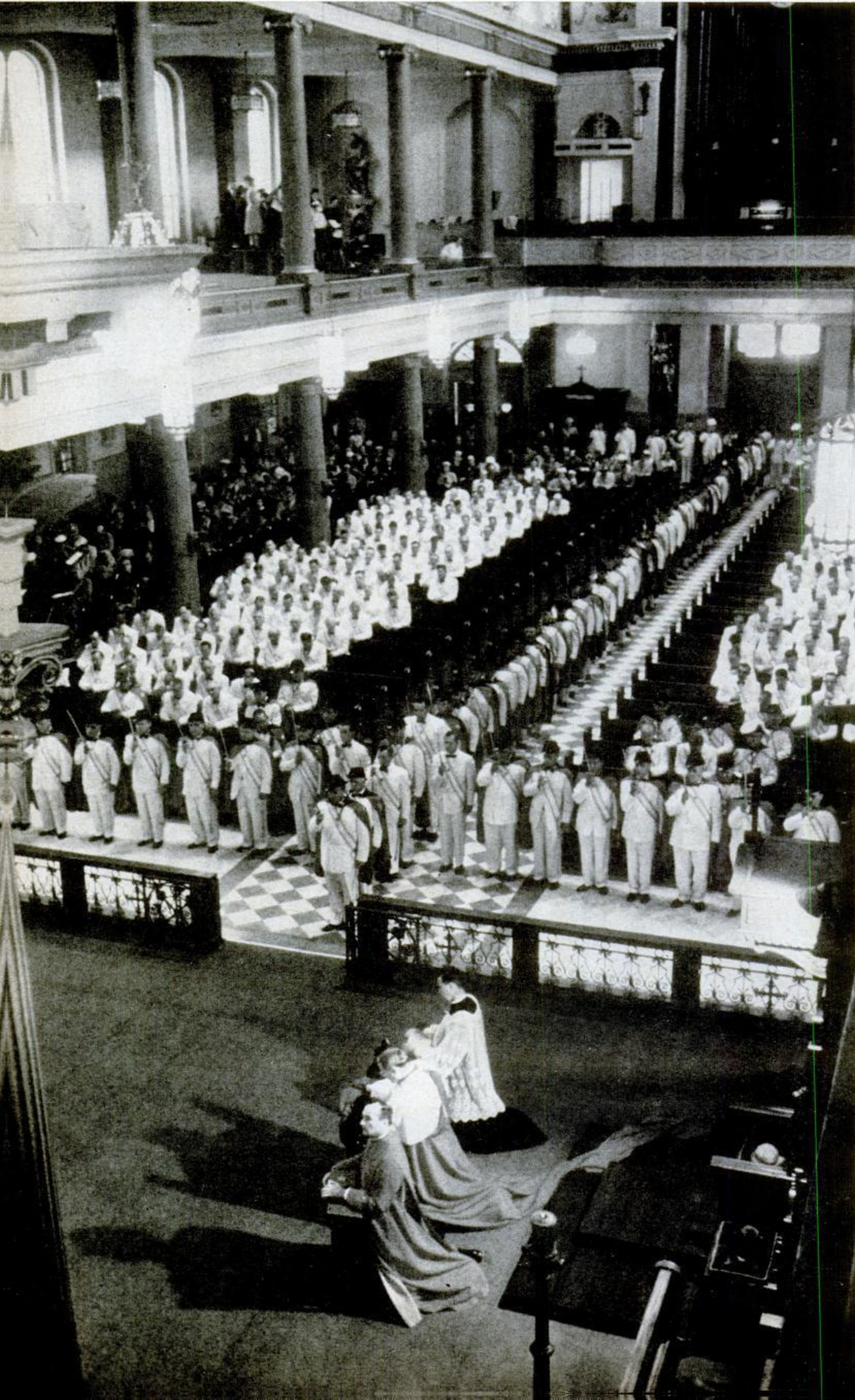
KNIGHTS OF COLUMBUS CONTINUED

SPLENDID SHOW IN SOUTH

At big K. of C. occasions, the Fourth Degree Knights turn out to perform their main function—embellishing celebrations both of the order and of the Church with the many colors of their capes (*see cover*), the bobbing patterns of ostrich-plumed hats and the military flourish of their sword drills. They did this recently for the annual Mass and pilgrimage in

New Orleans, honoring the order's founder.

In the traditionally anti-Catholic South, the K. of C. has a special attraction. Membership gives southern Knights a buffer against anti-Catholic discrimination and, through membership in an organization with national prestige, helps them exert an influence in their districts out of proportion to their numbers.



IN PILGRIMAGE, Fourth Degree Knights of New Orleans pray at Mother Cabrini's convent.



PRESENTING SWORDS, Fourth Degree lines up before cathedral while the state officers file in.

DURING MASS for a K. of C. founder, Father McGivney, color guard salutes as host is elevated.

CONTINUED

Where there's a grill there's a way!



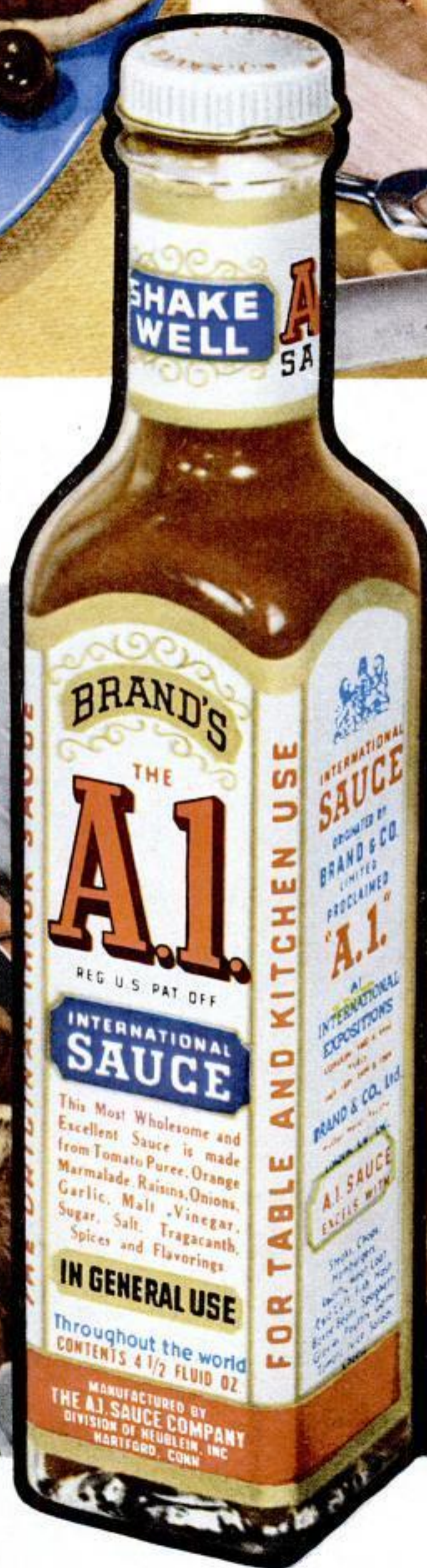
MIX A.1. SAUCE with lightly salted ground beef before you grill the patties . . . using about 2 tbsps. of A.1. Sauce for every pound of meat. Pour on more A.1. as you serve 'em. *These are hamburgers supreme!*



SPOON A.1. SAUCE evenly over a steak half an hour before cooking . . . about $\frac{1}{4}$ cupful of A.1. Sauce for a $2\frac{1}{2}$ lb. steak. Grill as usual, season sparingly so the herb-and-spice flavor of A.1. Sauce comes through.



TENDERIZE—SPARK UP FLAVOR by soaking about 2 lbs. of lamb cut in cubes for 2 hours or more in this mixture: $\frac{1}{4}$ cup each of A.1. Sauce, vinegar and salad oil, 2 tps. salt, $\frac{1}{2}$ tsp. pepper, $\frac{1}{2}$ cup sliced onions. Thread meat, mushrooms, tomatoes, green peppers and small onions alternately on skewers. Grill about 15 mins. Serves 4.



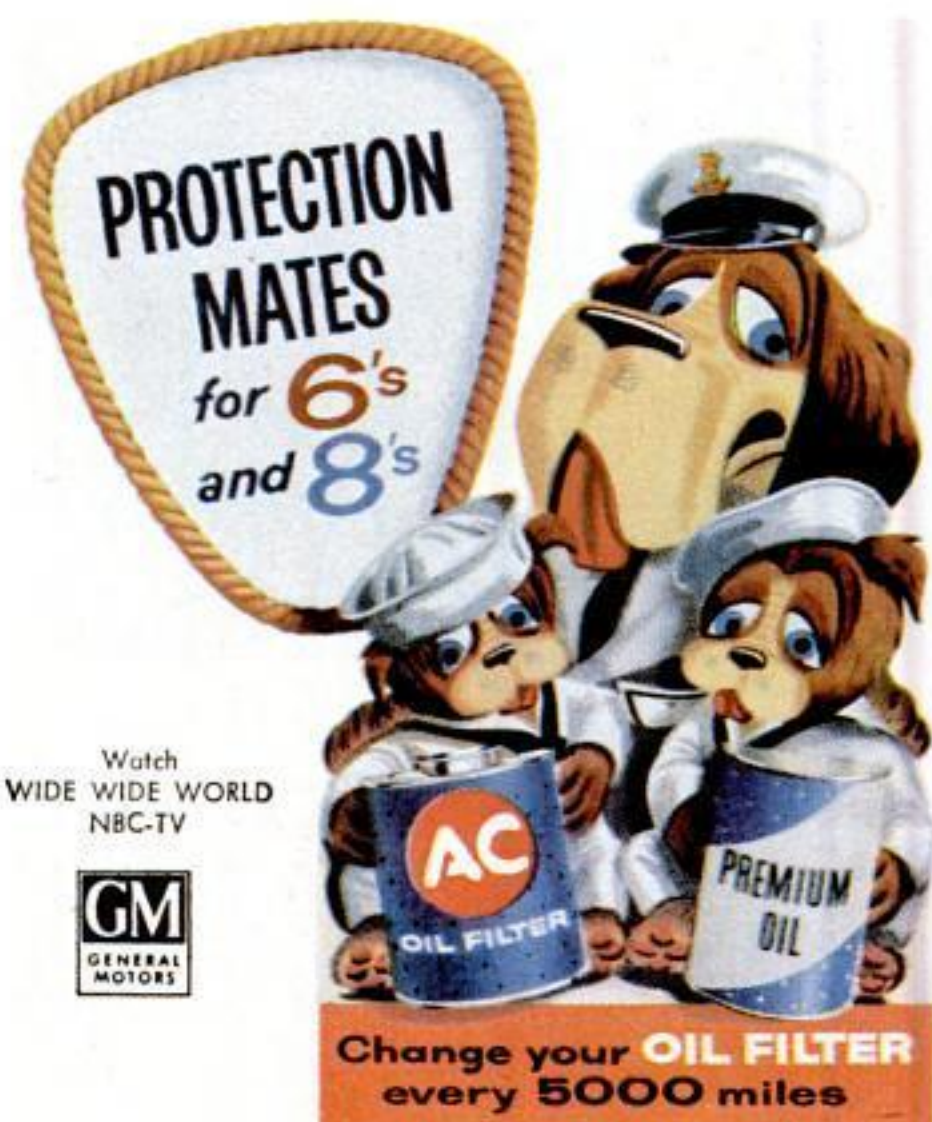
BARBECUE chicken with a zippy sauce made by combining $\frac{1}{3}$ cup A.1. Sauce, 8-oz. can tomato sauce, 2 tbsps. brown sugar, 2 tbsps. salad oil. Bring mixture to a boil, brush sauce liberally on halved broilers. Place on grill cut side down. Grill until tender and brown, turning often and basting with remaining sauce.

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THEIR MANY ENTERPRISES



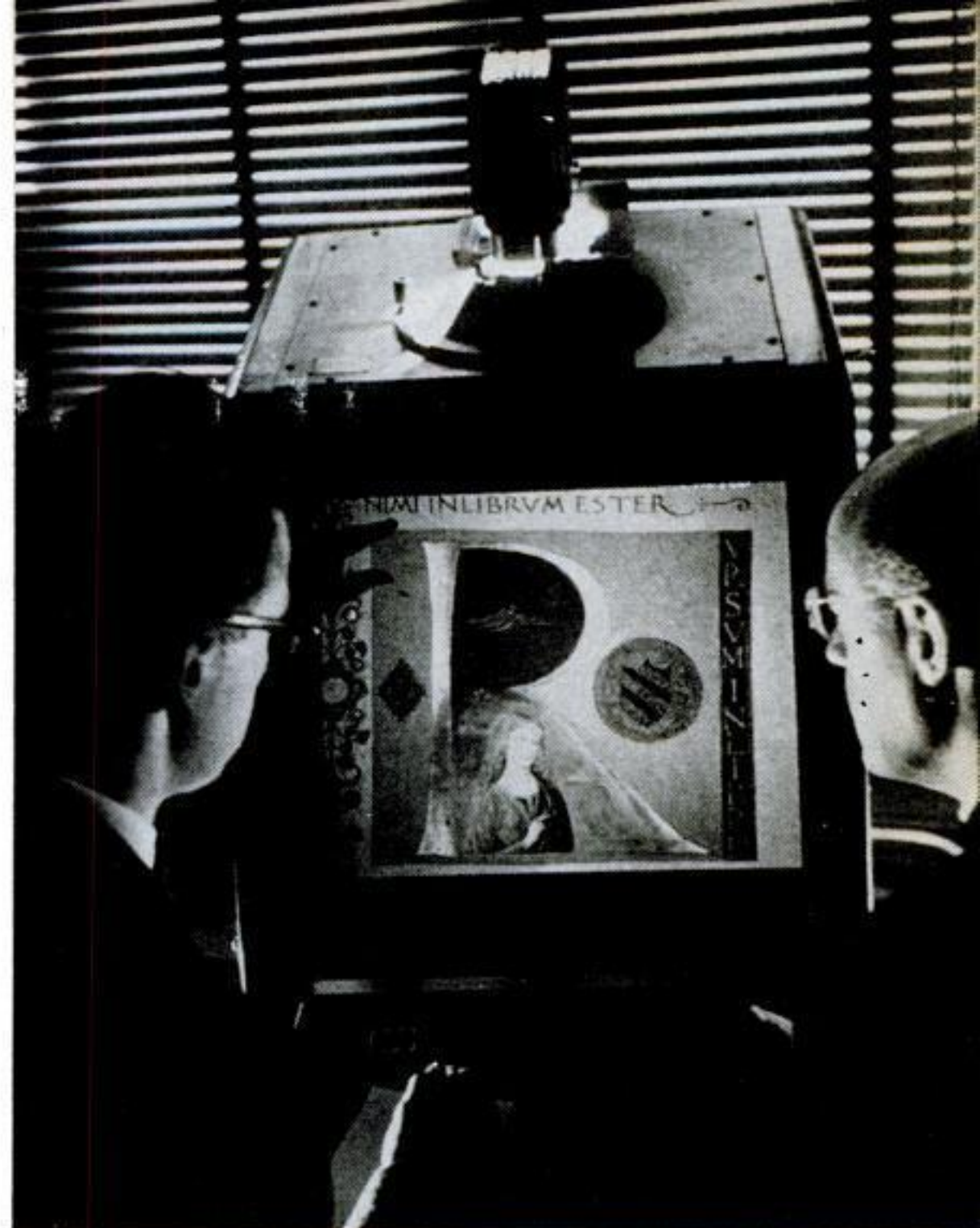
SUPREME OFFICERS, who direct the enterprises of the K. of C., pose before flags of countries where the order has members. Seated, left to right, are William Mulligan, Deputy Supreme Knight; Luke Hart, Supreme Knight. Standing: Francis

Heazel, Supreme Treasurer; Harold Lamboley, Supreme Advocate; Msgr. Leo Finn, Supreme Chaplain; Dr. Gerald Lunz, Supreme Physician; Francis Fauteux, Supreme Board of Directors' Representative; Joseph Lamb, Supreme Secretary.



HUGE INVESTMENT is land on which the Yankee Stadium is built. Supreme Knight Luke Hart

(above) made \$2.5 million purchase from Arnold Johnson Co., rented it back at \$182,500 a year.



VATICAN LIBRARY was reproduced on microfilm through \$340,500 given by K. of C. Studying page are Charles Ermatinger (left), librarian, Father Reinert, president of St. Louis University.



INFORMATION BUREAU runs \$700,000 advertising campaign giving information and inviting questions on Catholicism. Here priests decide on answers to some of the 400,000 yearly letters.



MONTHLY MAGAZINE, *Columbia*, put out by the Knights of Columbus, is stitched in the order's own million-dollar New Haven, Conn. printing plant. All K. of C. members receive subscriptions.

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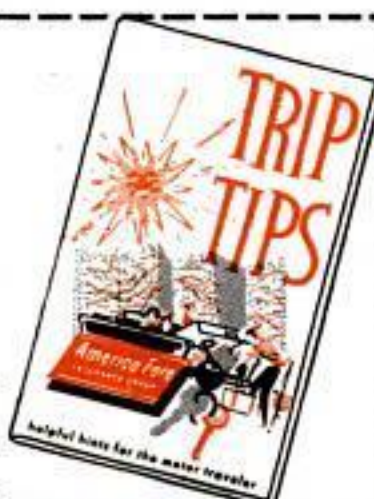
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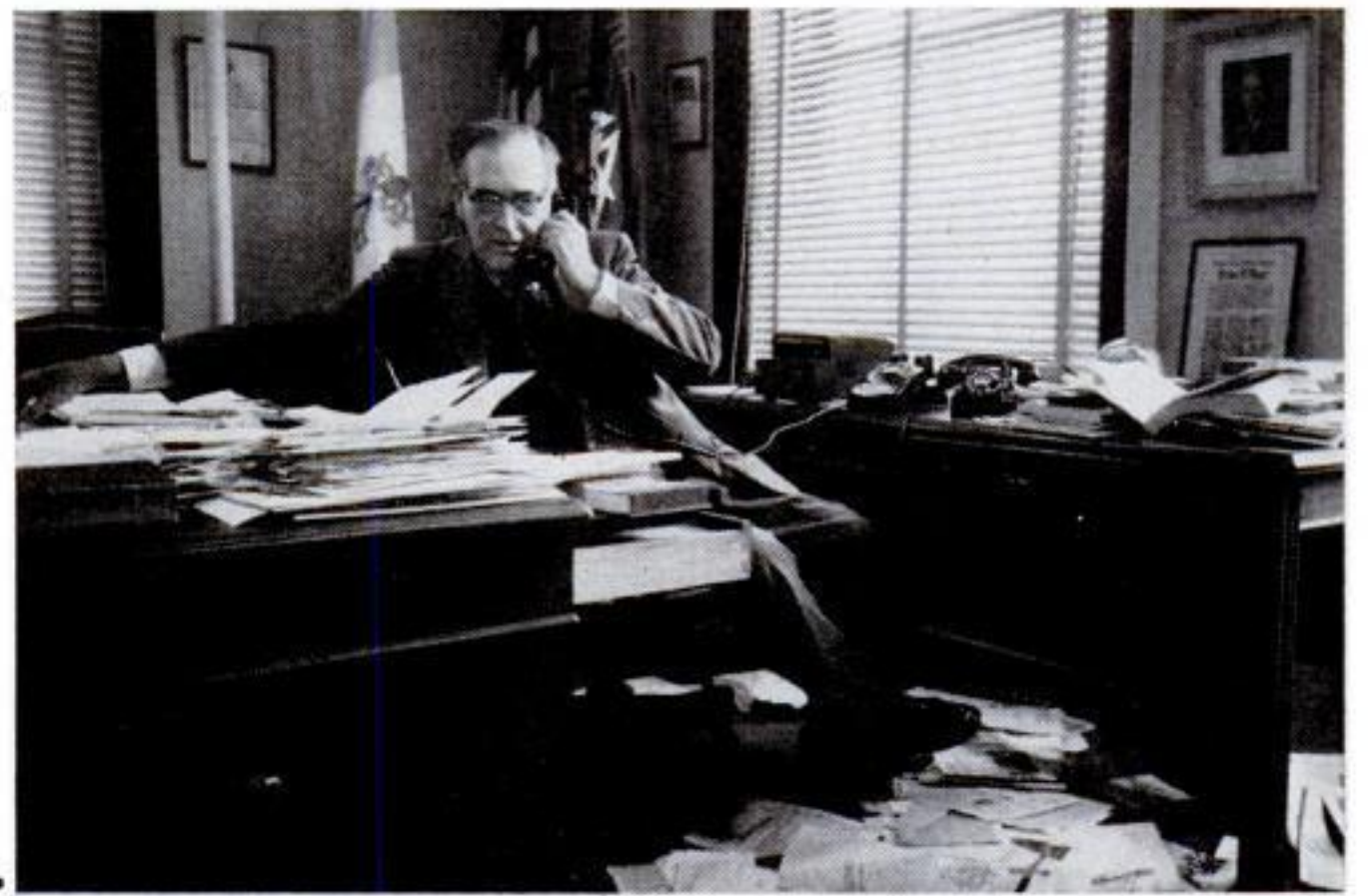
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KNIGHTS OF COLUMBUS CONTINUED

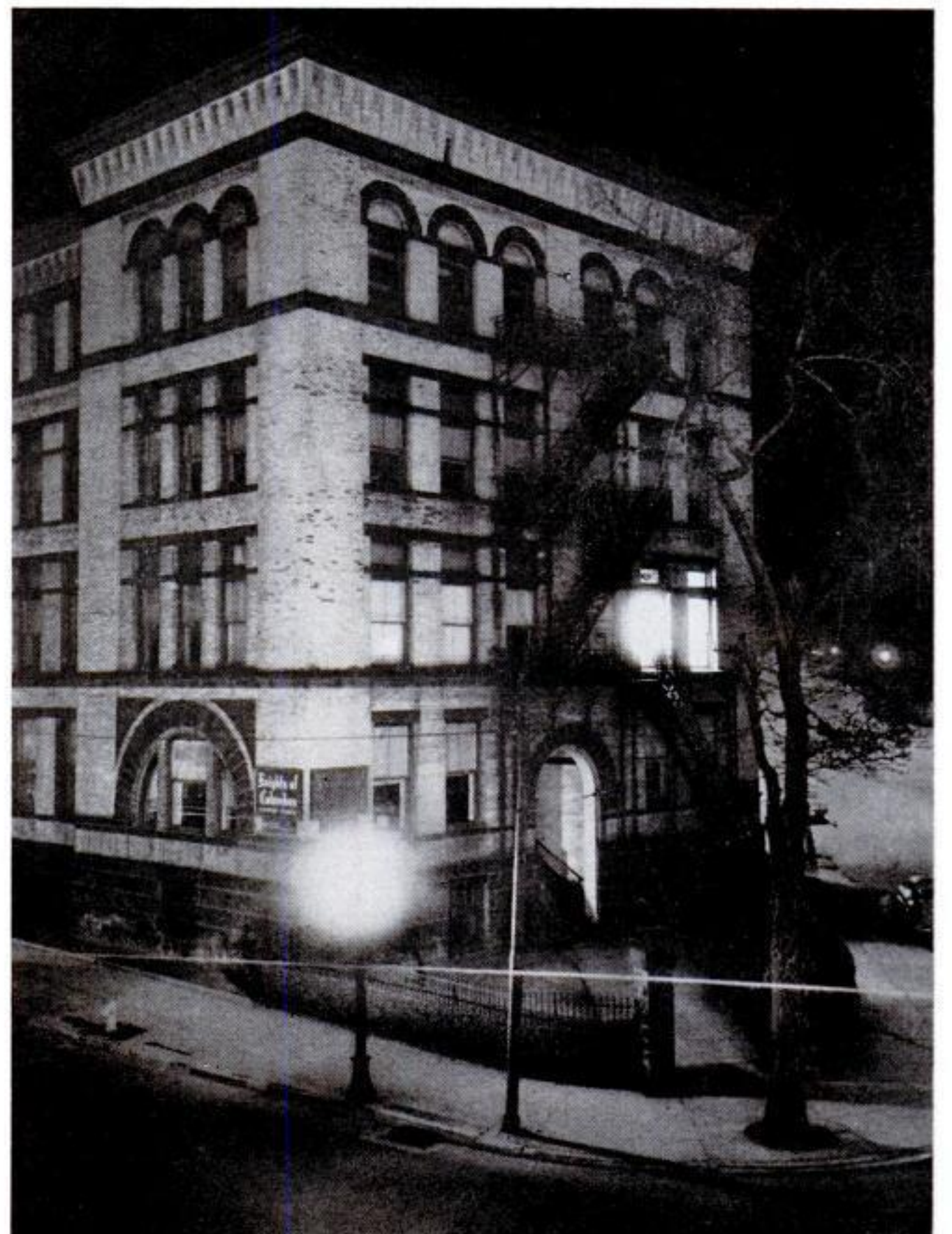


IN LITTERED OFFICE Luke Hart hears on telephone news that Detroit, Mich. had just pledged 1,264 new Knights, an all-time record for one day.

THE BOSS KNIGHT

The national headquarters of the Knights of Columbus stand right next to the railroad yard in New Haven, Conn. It is the home of the order's benign ruler, Supreme Knight Luke E. Hart, and office of its \$700 million insurance business. Low-cost life insurance is the core of the Knights of Columbus, the main reason a third of its members joined and a strong inducement to stay in the order.

At 76, Luke Hart works a 15-hour day managing the Knights' billion-dollar financial empire, fulfilling his fraternal duties as Supreme Knight, fending off businessmen trying to exploit the order's vast ready-made market, and pushing his own pet causes. Due in great part to Hart's efforts, the Knights have spent over \$1 million on playgrounds in Rome for slum children and "under God" was added to the salute to the flag. Last winter he mobilized the full influence of the K. of C. to keep Tito from being invited to the U.S., warning President Eisenhower that this would "offend 30 million Catholics."



K. OF C. HEADQUARTERS are former New Haven Railroad offices. Work often keeps Hart's office light on until midnight. He lives on top floor.



Let a chef from Milan help you with dinner tonight



At a colorful cafe on the outskirts of Rome—or right at home—you can order up spaghetti made by a true Italian chef. At home—let Chef Boy-Ar-Dee do the cooking.



Complete
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Meat or Mushroom
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You get a box of *thin Italian-style spaghetti* . . . plus a big can of Chef's *incomparable sauce* (with meat or mushrooms), nicely spiced with Italian herbs . . . plus a can of *nippy grated cheese* for the crowning touch.

When Chef is in the kitchen, your meal is ready in *just 12 minutes*—a favorite all around the table!

Chef Boy-Ar-Dee Spaghetti Dinner serves 3—for about 15¢ a plateful.

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real Italian-style
CHEF BOY-AR-DEE®
Spaghetti Dinner

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Smoke **Salem** . . . smoke refreshed!

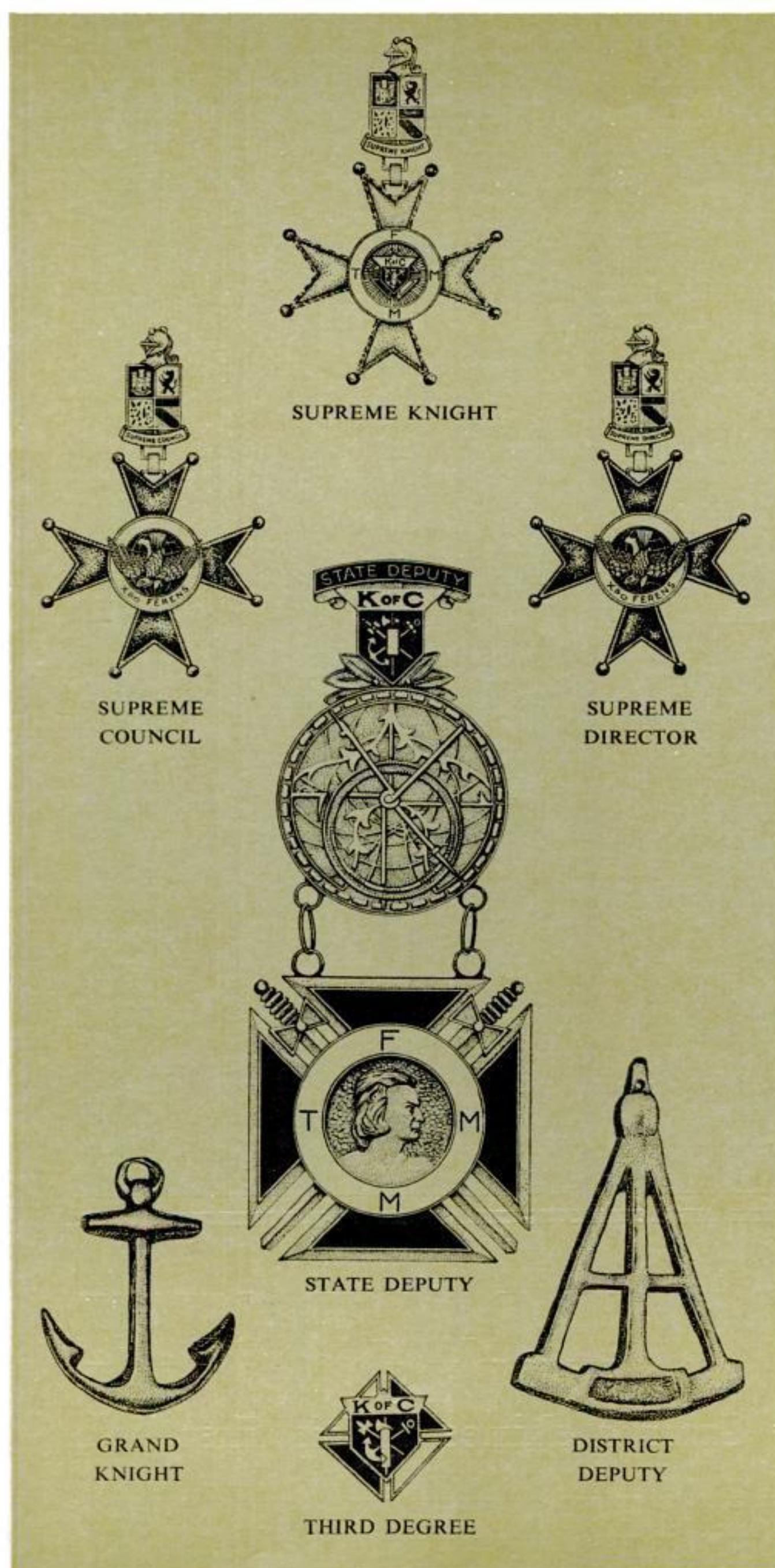
- **menthol fresh**
- **rich tobacco taste**
- **most modern filter**

FOUNDER, RANKS

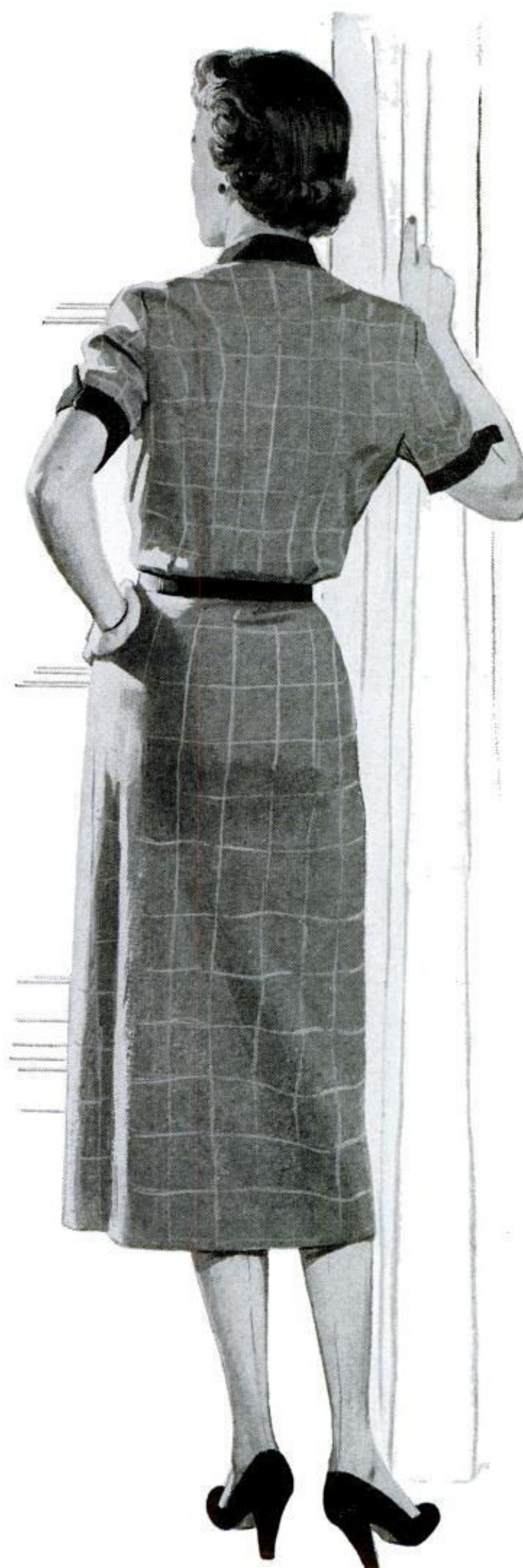
The Knights of Columbus was the idea of a 29-year-old priest named Michael McGivney (right) of St. Mary's Church, New Haven. In 1882 he presented his idea to a group of lay Catholic friends and they wrote the charter, listing insurance, fellowship, religion, charity, education and patriotism as the brotherhood's works. Father McGivney died only eight years later, but within 20 years the K. of C. was established on a national basis.



FR. MCGIVNEY



A candidate for the Knights of Columbus, coming in as a First Degree Knight, usually takes the Third Degree in a few weeks. Third Degree members are the ones who run the order. The Fourth Degree is entirely honorary. The ranks of the K. of C. are shown above in jewels worn by different levels of Knights. Every Knight belongs to a local group called a council, headed by an elected Grand Knight. A council sends two representatives to the State Council, which has two functions: first to elect a State Deputy who, with District Deputies, oversees local councils; and second to elect the 375-man national Supreme Council. The Supreme Council elects the 21 Supreme Directors who appoint the Supreme Officers (p. 63) and the Supreme Knight, who form the day-to-day government of the K. of C.



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GUITAR-THUMPING DEMAGOGUE

Andy Griffith shines in his first film

From the moment he first appears, uncurling from a drunken sleep on the floor of an Arkansas jail, it is clear that Andy Griffith is a powerful film personality. Griffith rose to fame in 1955 as the comic and kindly GI hero of *No Time for Sergeants*, his first and only Broadway role. Now in his first movie, *Face in the Crowd*, directed by Elia Kazan for Warner Brothers, he proves his versatility by acting a wily, guitar-playing bum. He appears on a two-bit radio show, captivates listeners with his brash, folksy chatter, and becomes a glory-crazy national demagogue.

Face in the Crowd, based on a short story by Budd Schulberg, is a horrifying and at the same time hilarious story of public gullibility. It is much too long for its own good. But it strikes home with its scenes of frenzied bobby-soxers behaving like Presley fans, its pathetic portraits of hero-hungry people, and the commanding performance of Andy Griffith.

LOCAL RADIO GIRL (PATRICIA NEAL) LAUNCHES LONESOME ON THE AIR





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Can you put yourself in this picture? Your whole family at Disneyland! They call it "the happiest place on earth." And with reason—for something wonderful happens here. Everybody feels it—some magic in the place simply whisks away all cares.

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WOOZY WITH GLORY, Lonesome stumbles into arms of his agent (Tony Franciosa) after he has been mobbed by fans at his wild Arkansas homecoming.



HOMAGE TO THE HERO is paid by a blond Arkansas beauty (Lee Remick) at a baton-twirling tournament. She captures first prize and the hero too.



CUDDLING HIS BRIDE, Lonesome takes part in a gaudy TV ceremony at which his new Arkansas wife again twirls her batons and adds a strip tease.

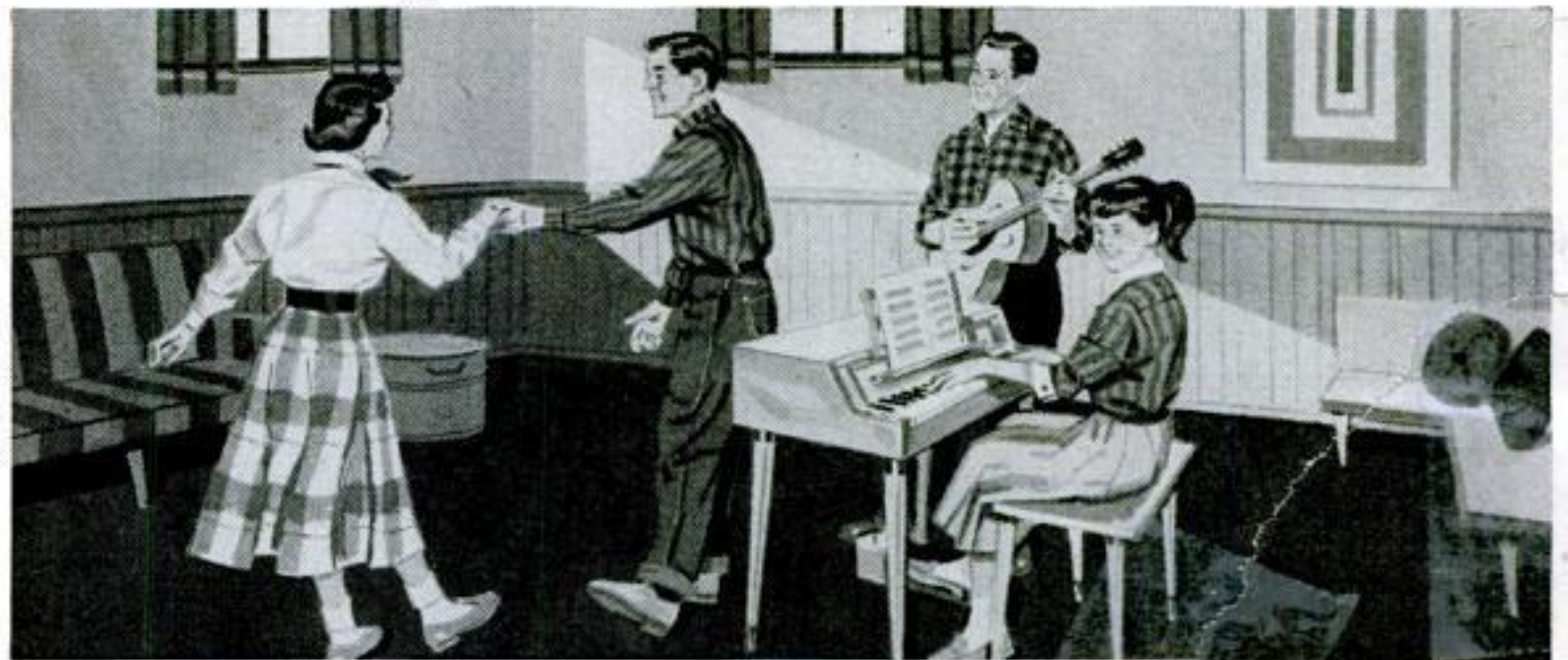
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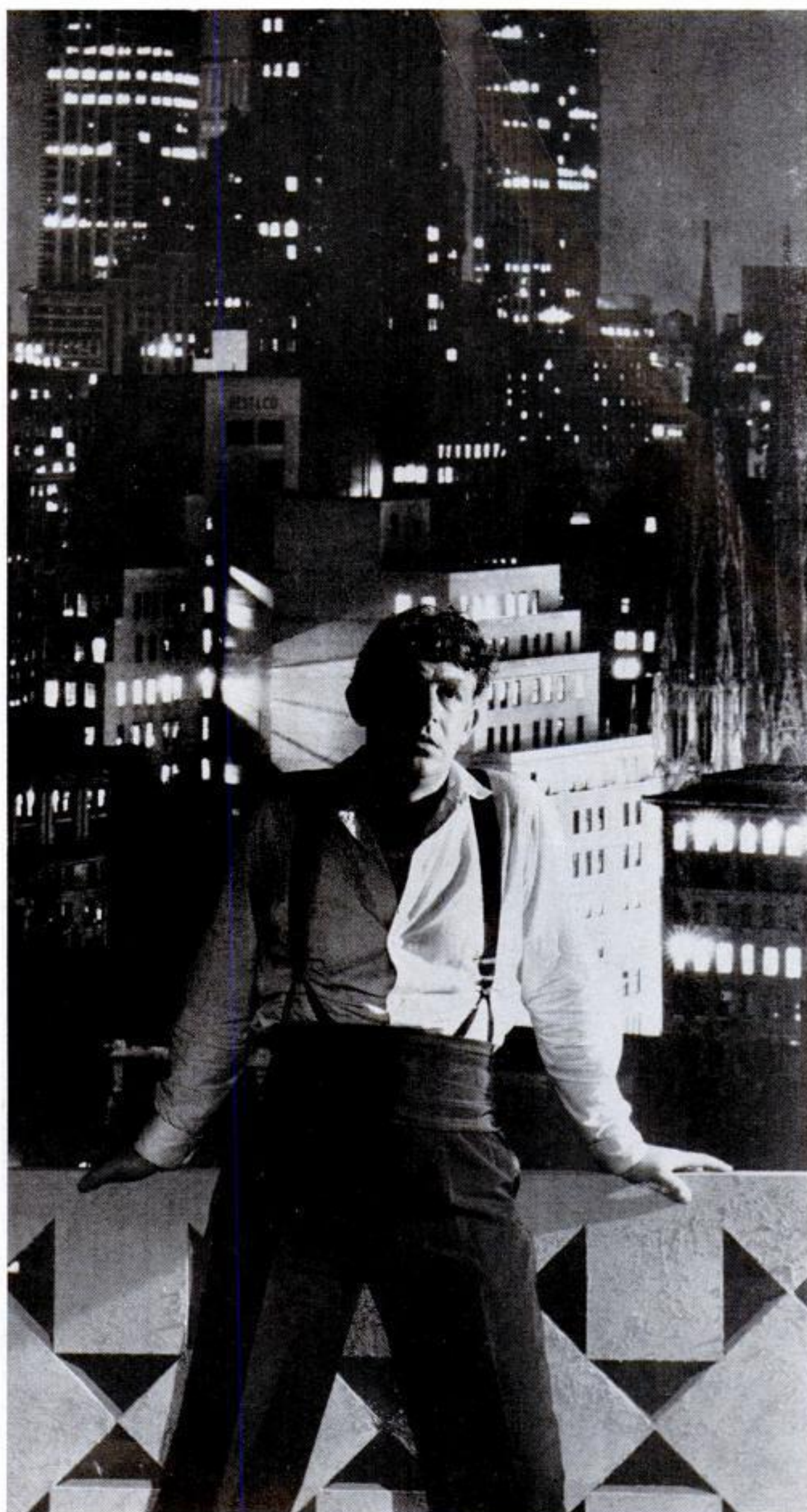
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Cambridge Rubber Company, Cambridge, Massachusetts

DEMAGOGUE CONTINUED



RUINING HIS CAREER, the girl who launched Lonesome and now realizes he is a menace tampers with TV dials after show has signed off. She secretly turns him back on air, exposing him to his fans as a coarse-mouthed boor.



CRYING FOR HELP after he has been abandoned by his friends and fans, Lonesome stands alone in his grand penthouse, threatening suicide. He hurls bullying insults at the world and faces the grim truth that he is washed up.

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NO FLATS FROM PUNCTURES. Not merely "puncture-resistant," the Dual 90 permanently seals as it rolls. No repair needed when puncturing object is removed.



GENERAL DUAL 90

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Parker 61

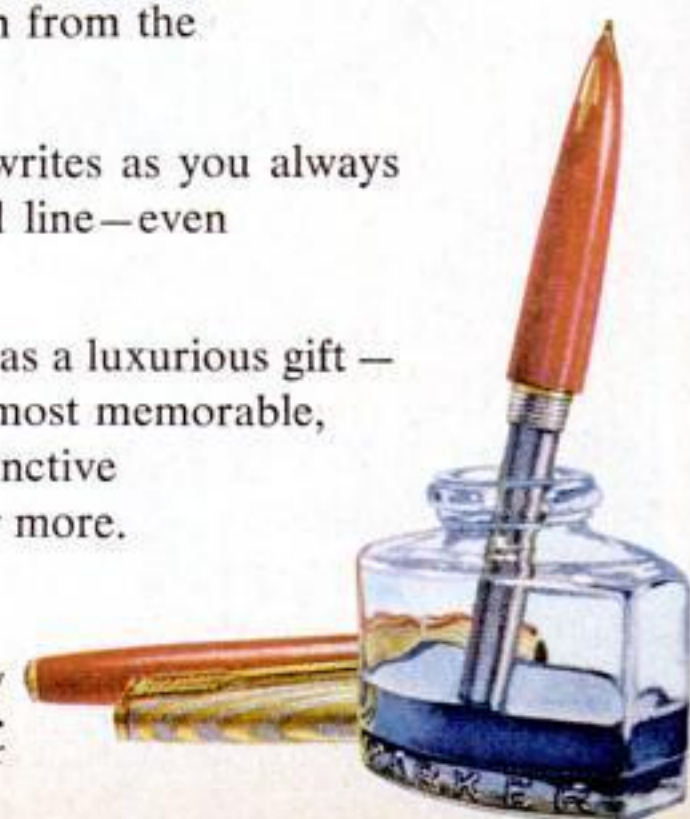
The one excitingly new gift is the dramatic Parker 61. It's an exceptionally thoughtful gift, truly unusual, for the Parker 61 is entirely new in principle—in styling—above all, in performance.

Most remarkably, the Parker 61 fills itself by itself in 10 seconds. And it is filled from the end of the pen opposite the point. There is no moving part at all—the filling is done by capillary action alone. Unusual, too, is the fact that when you lift this pen from the ink it comes out dry—no wiping is needed.

With its new capillary ink system the Parker 61 writes as you always hoped a pen would—a clean, clear, uninterrupted line—even when it's upside down or high in the sky.

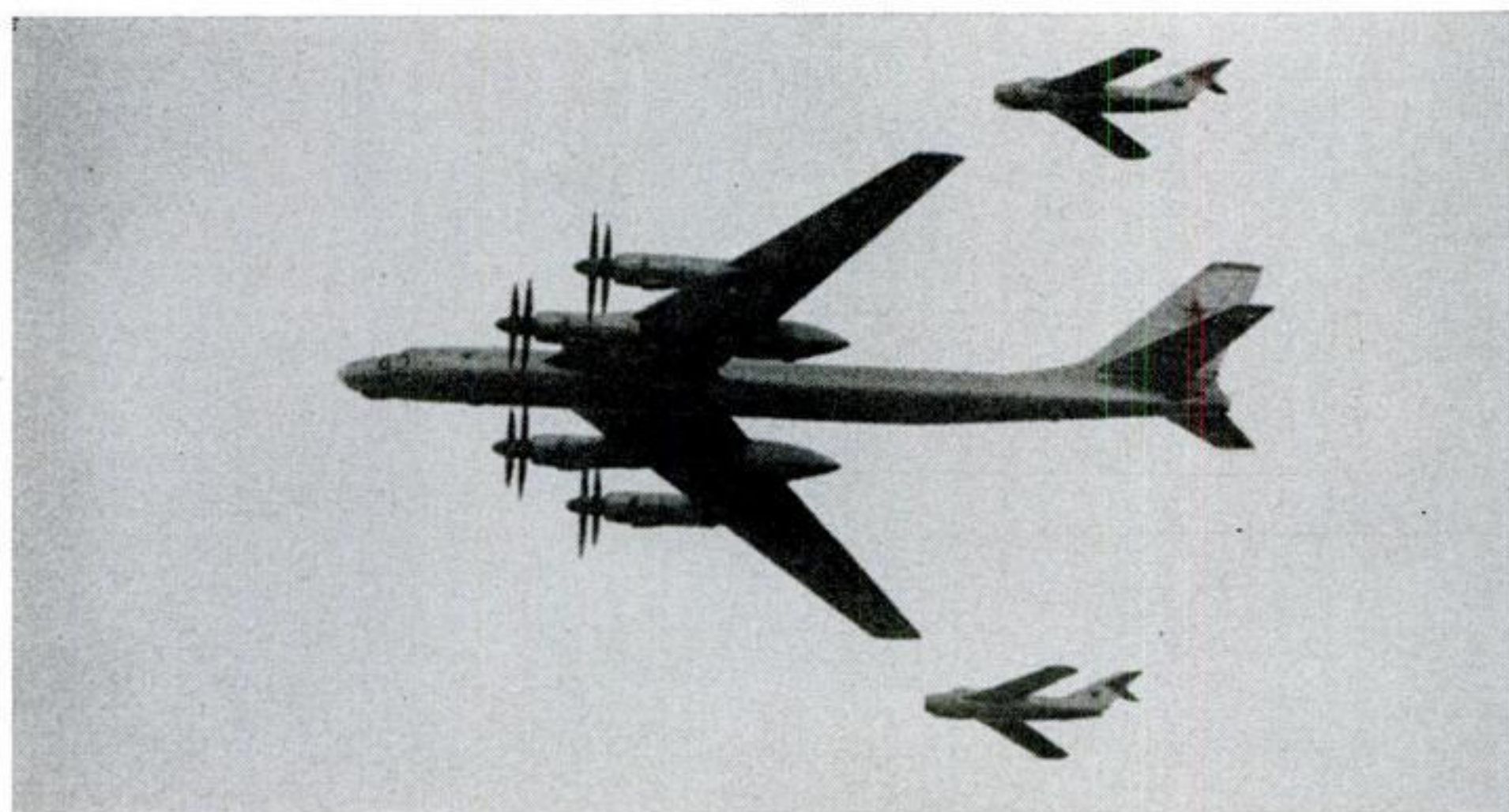
Its crisp classic beauty recommends the Parker 61 as a luxurious gift—perfect for any special occasion that deserves the most memorable, the most exciting gift you can select. Choice of distinctive colors and cap designs. The Parker 61 is \$20.00 or more.

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How Reds Used Captive Brains



BEAR BOMBER, SHOWN WITH MIG-17s, HAS DOUBLE PROPS TO GET FULL POWER FROM TURBO ENGINES

ARTFUL PRESSURE ON GERMANS YIELDED PLANE ENGINE UNEQUALED IN THE WEST

The information in the following article was obtained from a speech by Austrian Engineer Ferdinand Brandner and from interviews with Brandner and leading aviation experts in the U.S. and Europe.

FOR the past couple of years, Western military experts have been puzzled and troubled by a major Soviet aviation triumph which was spectacularly revealed at the 1955 Moscow air show. On that occasion, observers from the West were somewhat shaken to see a huge new bomber roar overhead, powered by four mighty turbo-prop engines. If a plane of that size were to be powered by the best U.S. or British turbo-prop engines then in production, at least eight engines would have been required. And then it would have been almost too heavy to fly at all.

Turbo-props use a jet blast to spin a turbine which then turns propellers. They are almost as powerful as jet engines but use much less fuel. Since fuel is the main limitation of a plane's range, Western authorities knew that the Soviet bomber, which they dubbed the Bear, must be able to fly tremendous distances.

From time to time since then, the Bear has been seen in the skies over Russia. It was a star performer in the air display of this year's May Day parade. But the story behind its engines remained a mystery. Then last February an Austrian-born engineer named Ferdinand Brandner addressed a small group of aviation experts in Zurich, Switzerland and disclosed the secret.

The new engine had been designed not by Russians but by a group of Germans and Austrians, including Brandner, all of whom had worked during World War II for the

famous Junkers aircraft company and had later been captured by Soviet troops. For eight years the Germans had been held prisoners deep inside the U.S.S.R. During that time, as the price of their release, they had to develop for the Russians not only the Bear's big turbo-prop engine—which has 12,000 hp, about twice that of the biggest turbo-props in production in the West—but also a smaller turbo-prop engine, a couple of jet engines and a light transport plane.

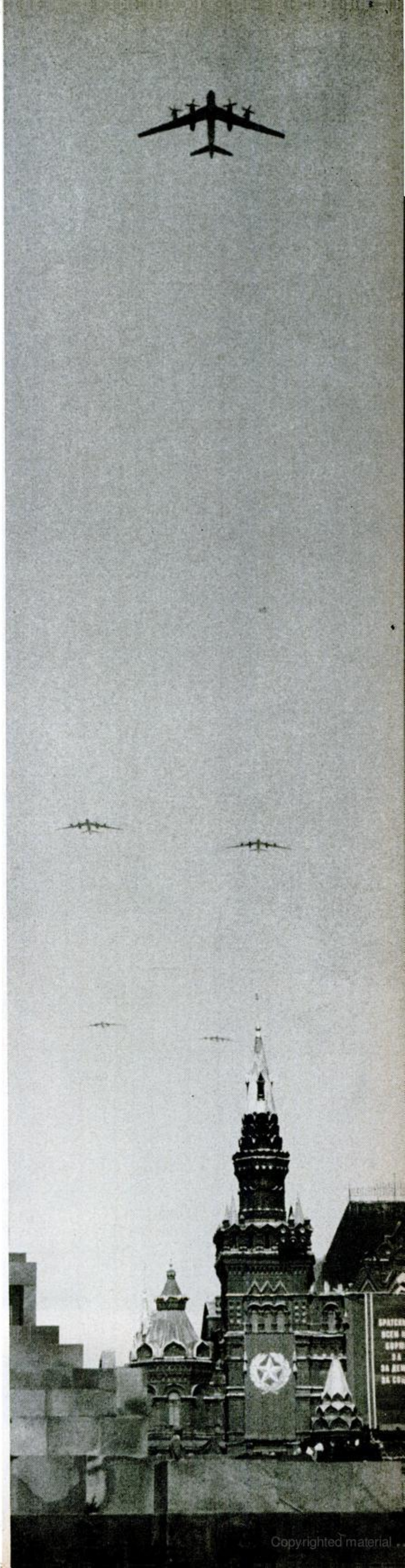
What the Germans revealed

BRANDNER'S account of his experience behind the iron curtain, besides casting light on an intriguing aeronautical mystery, provides a remarkable insight into Soviet methods, particularly in the handling of some of the thousands of German scientists swallowed up by the U.S.S.R. after the war. With painstaking thoroughness, the Russian experts drew from their captives the technological secrets of Hitler's Germany and also step-by-step reconstructions of the techniques which had achieved those advances. The captors thus discovered not only what the Germans had done but, perhaps more important, how they had done it.

The story of the Bear's engines begins in 1946, when the Russians dismantled both the Junkers aircraft engine factory in Dessau, Germany, and another engine plant, the Bavarian Motor Works at Stassfurt. The

CONTINUED

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IN SOVIET CAPTIVITY, Austrian Engineer Ferdinand Brandner, project's boss, adopted Russian winter dress and a local cat.

CAPTIVE BRAINS CONTINUED

machinery was shipped to Kuibyshev on the Volga River. The U.S.S.R. also needed trained jet scientists and workers, so more than 800 Junkers employees discovered that they had "volunteered" for deportation to Kuibyshev. It was apparent that they were going for a long stay, and that the Russians were determined to woo the kidnaped workers with as many comforts as possible. The Germans were permitted to move their families and household goods with them. Some who didn't like their wives or had none were persuaded to take along mistresses. Certain appalled Germans even found themselves forcibly reunited with equally appalled wives from whom they had been divorced for years.

The "Junkers-B.M.W. Collective," as the German group was soon known, was housed in a dreary little village outside Kuibyshev, and kept virtually isolated from local Russians. By Russian standards the Germans were paid well for their work.

"Our first task," says Brandner, who was named chief of engine construction, "was to rebuild from memory and improve the jet engines on which we had been working in Germany. We were told we could return home as soon as we had finished."

There is an old saying in Europe that a German engineer, starting with only a piece of bread, can make almost anything if given enough time. The Russians made a remarkable effort to put this to the test. In order to learn as much as possible about German techniques, Soviet officials forced their captive engineers to construct from memory not only the Junkers jet engines, probably the most advanced in the world at the time, but even the most basic equipment required for their work. For example, aviation engineers depend greatly on thermodynamic tables, which show the characteristics of the heated gases that furnish engine power. At Kuibyshev, the Junkers engineers had to reconstruct their own tables, searching their memories for the required mathematical formulas and then painstakingly working them out over and over to get the desired figures.

Despite all handicaps the Germans buckled down to the job. The Austrian-born Brandner urged them on with such vigor that he was, by his own word, "a very unpleasant man for the Germans."

"What else could I do?" he asks. "There was much despair and I felt the only way to prevent despair was by working hard."

To add to the strain, all the Germans were compelled to adapt themselves to a Soviet method called the Defect System, under which the employees directly responsible for faulty performance of new machinery are required to remedy it in a specified time or face punishment. In order to maintain clear lines of responsibility,

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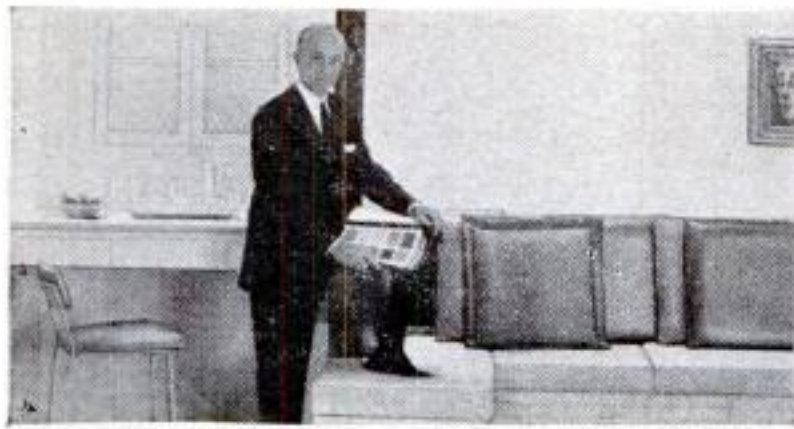
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LATEST SOVIET AIRLINER, 85-passenger Ukraina announced by Russians in March, has 6,000-hp turbo-prop engines developed by Brandner in 1950.

CAPTIVE BRAINS CONTINUED

Brandner had to divide his workers into self-contained teams, each of which was permitted to do only one phase of the work. "Then," he says, "I had to see that the various phases were coordinated."

In 1948 the new jet engine was completed and approved. "That is when we got our first great disappointment," Brandner relates. "We were told that there was one more task to perform before we could return home: construction of a turbo-prop engine of 6,000 hp." At the time, no such engine had been developed by any nation, but, says Brandner, "with the energy born of hope we started work again."

It was while working on the 6,000-hp engine that Brandner scored a small, satisfying victory over his Russian bosses and their Defect System. After plans for the engine had been finished, Brandner announced that some prototypes would have to be manufactured for testing so that flaws could be caught and fixed on the ground. Asked how many engines he would need, he said, "Twenty-five." He was informed that he would get 14—and that if he used more he would be sent before a court. "Actually," says Brandner, "we used 28—but they never found out."

Still another assignment

THE 6,000-hp turbo-prop engine was completed in 1950 (it powers Russia's new basic airliner, the Ukraina, whose existence was announced last March). A few Germans now were allowed to leave the country. But for the rest there was a new assignment: doubling the power output of the engine they had just developed. A deep depression settled over the Junkers Collective. It was a formidable task, so difficult that even today no Western nation has a comparable engine in production. Before this job was completed five of the Germans committed suicide and two went mad. (During the entire eight-year period another 45 died of natural causes—a high death toll for a group of 800.)

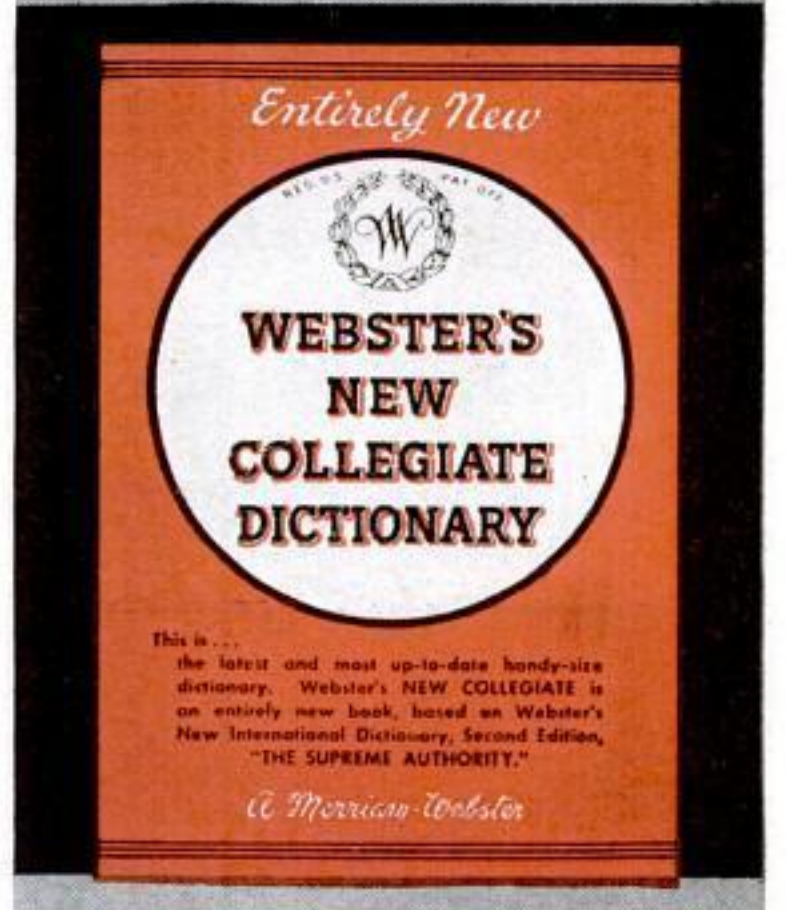
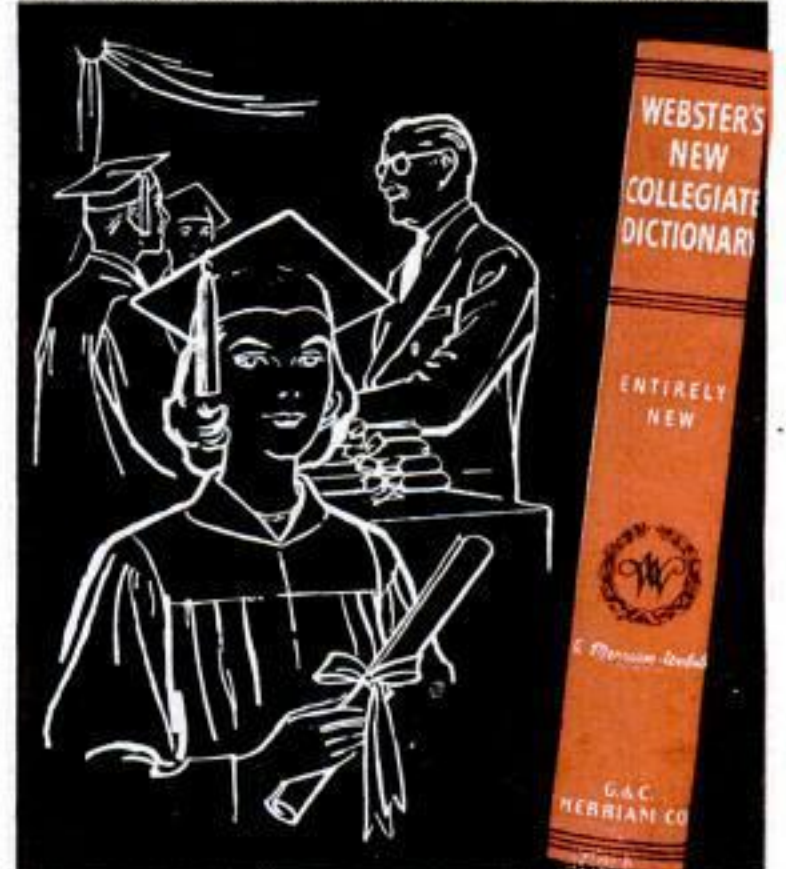
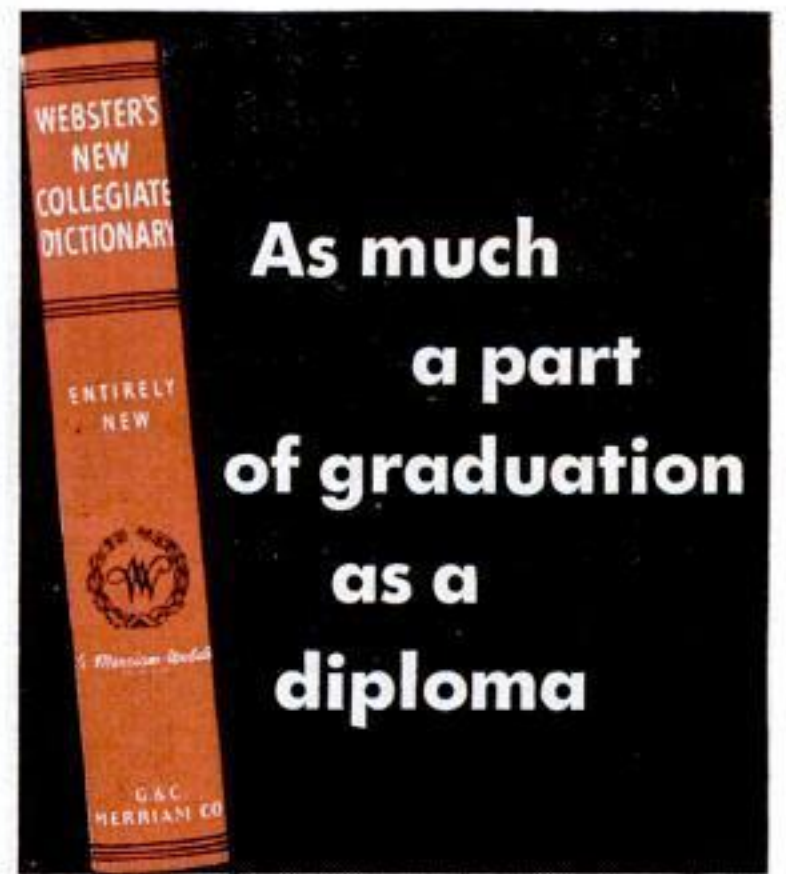
"To build the 12,000-hp engine we first tried coupling two of the 6,000-hp models together," says Brandner. But an experimental plane powered by the coupled engines crashed and further efforts along these lines were dropped.

Once the Junkers engineers turned to a single-package 12,000-hp engine in 1952, it took them only three months to produce detailed design drawings and the Russians took only two years more to get it into production. Of his group's work Brandner says, "I don't think anyone in the Western world would believe so much could be accomplished in such a short time," and of the Soviet speed thereafter he adds, "Normal development in Russia is done at a speed which can only be thought of in Western countries in wartime."

In building the turbine the Russians used a special heat-resistant cobalt-steel alloy, plus an unusual inner lining developed by Brandner which has fascinated Western engineers who have heard about it. A major problem in the construction of turbo-prop engines is keeping to a minimum the space between the engine lining and the rapidly spinning turbine. This gap must measure no more than a few thousandths of an inch or the engine will lose power. Brandner solved the problem by coating the inside of his engine with a ceramic-metal crust composed of bronze, coal and graphite which had been crushed and baked just as ordinary building bricks are. The turbine blades were then fitted in without any clearance and carefully permitted to spin up to full speed. The buffing action of the turbine created precisely the right clearance between the blades and the crust. Brandner estimates that this process produced a turbine of up to 94% efficiency, far superior to anything developed elsewhere.

Like other engines using the jet principle, the new Russian turbo-prop (now called the K-power plant after Director Kuznetsov

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CAPTIVE BRAINS CONTINUED

of the Kuibyshev factory) produces a horrendous noise. "During the tests the noise was awful," Brandner says, "and the local population suffered. The noise was measured and discussed, but nothing much was done about it. Noise was not a major consideration—and the suffering of the people was not considered at all."

After rigid government tests had been completed, Brandner and his associates were told they could go home—once they had completed a final assignment. The East German government wanted a small, short-haul airliner. In three months, the Junkers engineers designed a 32-passenger transport, complete with a new jet engine, which Brandner believes is now in production. And then, at last, in July 1954 they were freed.

Some of the Germans chose to remain behind the iron curtain, in East Germany, which they entered on their way out of the Soviet Union. Authorities there offered Brandner a monthly salary of 10,000 Deutsche marks (\$2,500) to stay. Brandner has no great love for the West. He says Britain and the U.S., by failing at Potsdam to block Soviet designs on "volunteer" workers from Germany, were to blame for the plight of the Junkers Collective. Nevertheless, he insisted on returning to his native Vienna because he feels there can be no freedom under Communism.

Today Brandner is technical director of an Austrian firm called Maschinenfabrik Andritz A.G., which manufactures 80% of Austria's turbines, mostly for hydroelectric power. He has no intention of ever designing another aircraft engine. "I do not want to go back to Russia again," he says.

The performance figures and statistics provided by Brandner have given the West its best picture yet not only of the Bear but of Soviet aviation in general, which has been profoundly influenced by the Bear and its engines.

The K engine is designed to operate at an altitude of 36,000 feet and a speed of about 550 mph. At that altitude it uses just a little more than half the fuel of a comparable jet engine, giving it a range of about 10,000 miles, which may be almost double that of the U.S. Air Force's jet-powered B-52.

The Russians originally concentrated on turbo-prop design because they were lagging so badly in jets. Now, however, they have caught up enough so that they can use the Bear primarily as a refueling plane for their big jet bomber, known in the West as the Bison. Refueling is the key to the long-range bombing strategy of both the Soviet and American Air Forces. With its long range and high speed, the Bear probably can fly farther with a bigger refueling load than any plane in use in the United States or Britain.

The Bear also is being used by the Soviet Union as a naval patrol plane and as a military transport. In addition the Russians are building a huge double-decked 190-passenger airliner to be powered by the K engine. According to Moscow Radio, this plane actually will be able to fly nonstop from Moscow to any airport in the world.

Brandner believes the K engine is being manufactured in Siberia, but he does not know where, nor does he know how many are being made.

"In 1949," he says, "I told the Soviet assistant minister of air that I doubted I would ever be allowed to return to the West because I knew too many secrets. He replied, 'Once the engine is in production, you can tell anyone; we won't care. The important thing is how many power plants we will be building—and that's something the West will never know.'"



BACK IN AUSTRIA, Brandner is technical director of big turbine company. Working there is Hans Schröder (left) who was with him in Russian captivity.

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Daytona-proved Strato-Streak V-8—a pair of prize winners that not even the high-priced jobs can boast! Sound like a fortune's worth of car? The surprising thing is that Pontiac prices actually start *below* 30 models of the low-price three! Come in for a look and a spin at the wheel.

This shoppin' stoppin' honey will really give your spirits and budget a boost!



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'I wonder why nobody don't like me'

THUS, ironically, sings Harold George Belafonte Jr. at the start of his latest smash calypso hit, *Mama Look at Bubu*, and then sings the next line, "Or is it a fact that I'm ugly?" The lines are ironic because Harry Belafonte is extraordinarily popular and anything but ugly. His three-picture contract with Fox (the first, *Island in the Sun*, comes out in early June) makes him the country's first Negro matinee idol. A nightclub sensation, he has even pulled ahead of Elvis Presley in record sales. Last year his income climbed above \$750,000.

Belafonte was born in New York of West Indian parents, and except for five years in Jamaica, grew up in Harlem. After his discharge from the Navy in 1945 he was a drama school classmate of Marlon Brando, with whom he is often compared, and rose by 1950 to a respectable \$750 a week as a pop-music singer. Then he quit. "I simply wasn't getting any sense of fulfillment," he explains. "And when I started singing the kind of folk music I do now I was told it was too special to get across. But I'd given up the idea of reaching a lot of people. I was trying to express my strong social feelings in terms of folk music, the way that people of all nations have historically done. Part of my heritage is West Indian so my interest in their music—calypso—was natural, but it will never be more than a part of my repertoire."

But all the praiseworthy, heavy philosophy could not keep down Belafonte's charm, his intense way with a song—pop tune or folk ballad—and his superb showmanship. After arduous folklore research he tried his songs in small clubs, graduated to Broadway, then to Hollywood and national fame. Today he is half-pleased, half-troubled by the success of what began as a social experiment. A moody, quick-tempered man of 30, he steers his course between high principle and crass fame, sometimes even shakes off autograph hounds with "Sorry, but I'm not Harry Belafonte."



HARRY BELAFONTE takes his daughter Shari, 2½, for an outing in Central Park.

EN ROUTE to an appointment, he talks of his role as a Negro entertainer.

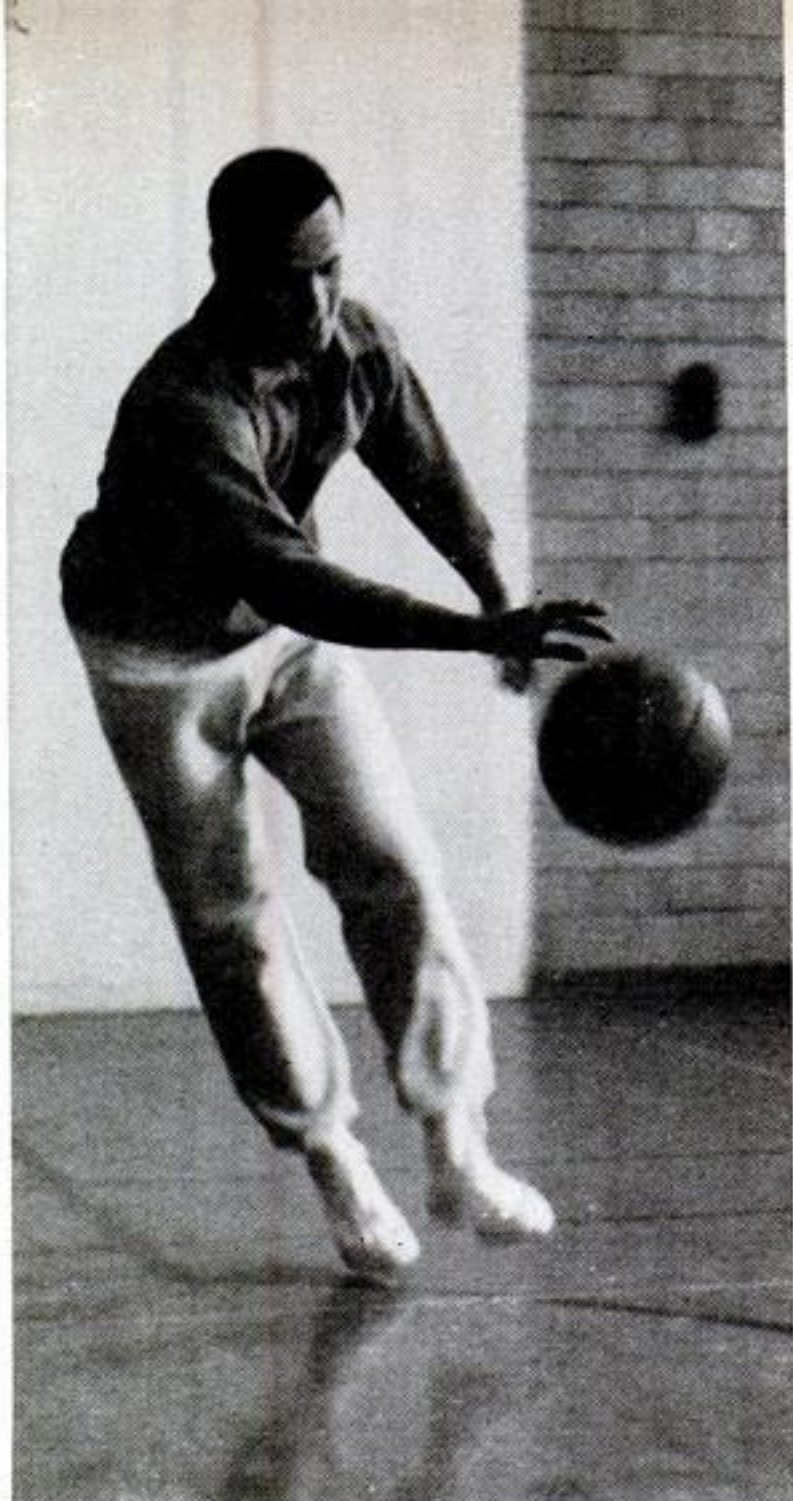
"The kids live with their mother on Long Island but I try to see them weekends and take them bike-riding a couple times during the week. Soon when my new show goes into rehearsal it will come down to once a week, then no times a week. There's nothing I want so much as to be close to them."

"The idea that I may be the first Negro matinee idol isn't half so flattering as it is a reflection of the change that's come over American life. What else can we be but optimistic? For me it's a great responsibility. Even if I wanted to I couldn't live in a vacuum. I'm always on trial."

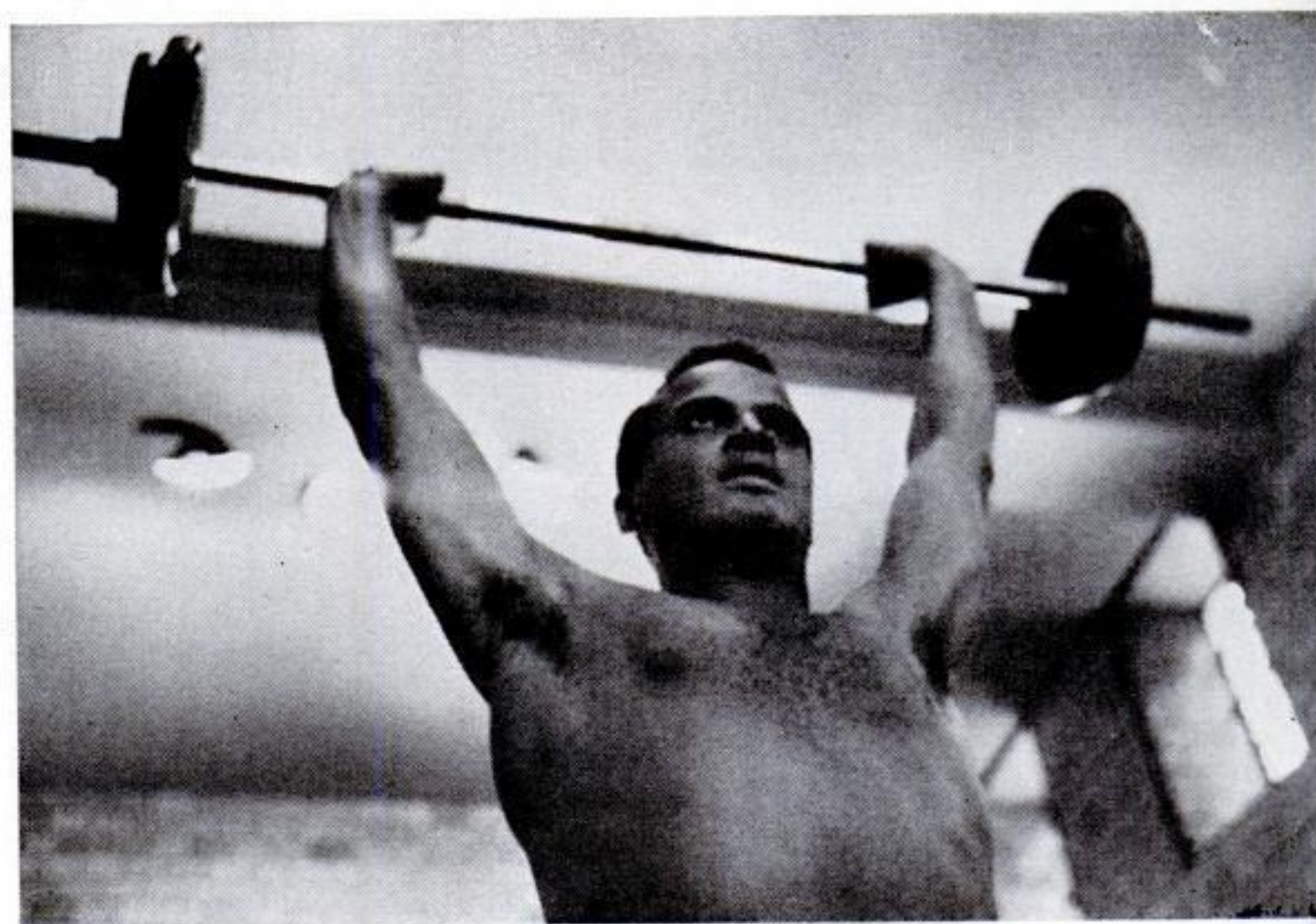


BELAFONTE CONTINUED

At a Harlem Y.M.C.A., Belafonte dribbles basketball during daily workouts he takes when not busy.



"As a kid in Harlem I played a lot of ball, as center and right guard. You'd never guess it from my form now, but there was a time when I considered turning pro. I haven't kept it up but it's still really my favorite sport."



WEIGHING in at 175 and standing 6 feet 11½ inches, he tones up his muscles with 75-pound bar bells.

"I'd rather be known for my art than for my body, but a guy who appears in public has to keep in shape. I try to come here for a couple-hour workout every morning because I wear tight-fitting costumes and there's nothing would spoil the illusion so fast as starting to pop out around the middle."



BELAFONTE'S second wife, Julie, with Harry in their New York living room, talks about their marriage.

"I just fell in love, that's all. Sure, we talked about the problems, especially about children. But for me it was easy. The years I spent as the only white dancer in Katherine Dunham's company gave me an insight into Negro culture and I'm happy to be a part of it."

HARRY dances a Mexican folk dance with Adrienne, 8, who takes after him in temperament.

"She's real good, this girl. Sort of improvises as she goes along. Her eyes flash and she's got the beat down cold and you'd never guess she never had a lesson. But now she's ready for it—the control and discipline that go into lessons. She's a case of pure talent."

CONTINUED



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TOOTHBRUSHES TOGETHER may spread germs from one to the other. But new Dr. West's Germ-Fighters, due to an anti-bacterial treatment, stay safe for up to 4 months in use.



BELAFONTE introduces new wife to old friend Rev. Shelton Hale Bishop, rector of largest Protestant Episcopal church in U.S.

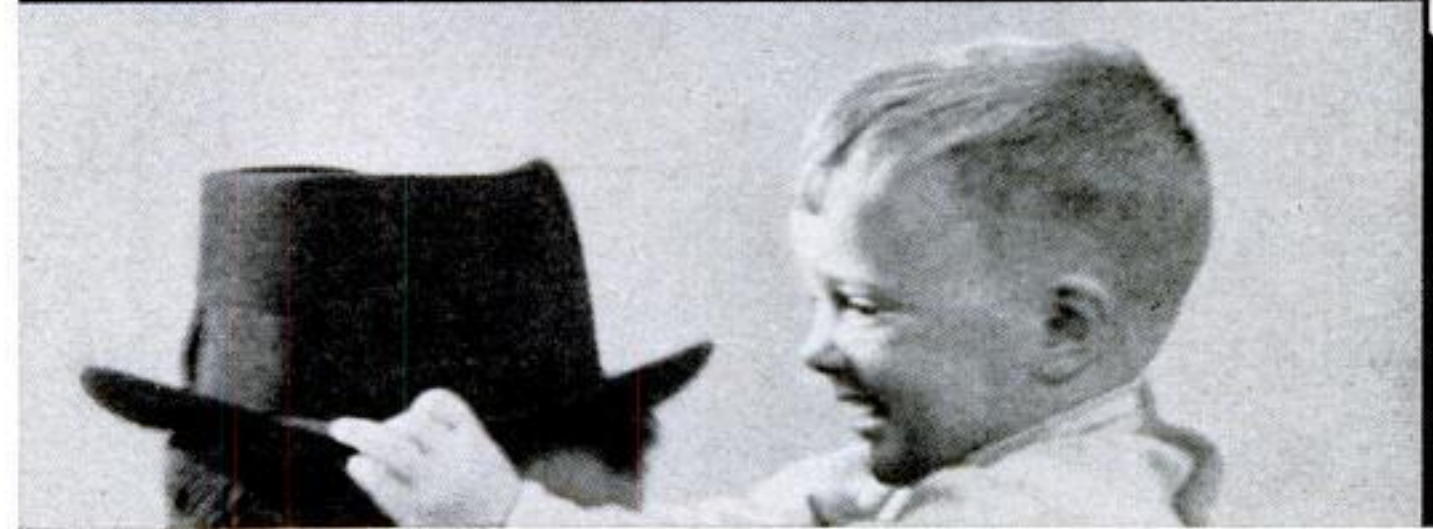
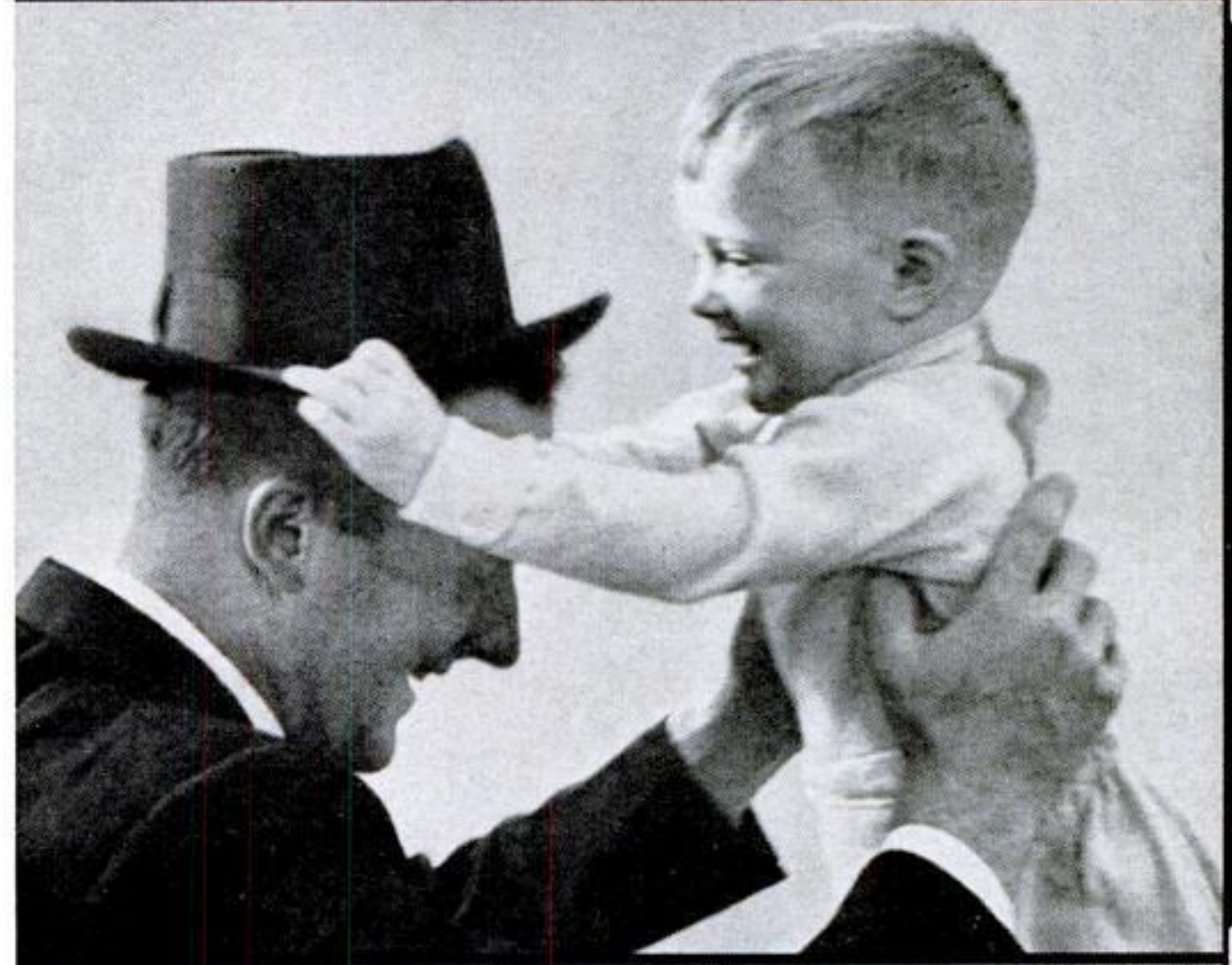
"Father Bishop, this is my wife Julie. She's heard a lot about you for a long time because she used to attend the Little Red School House in Greenwich Village with your niece."



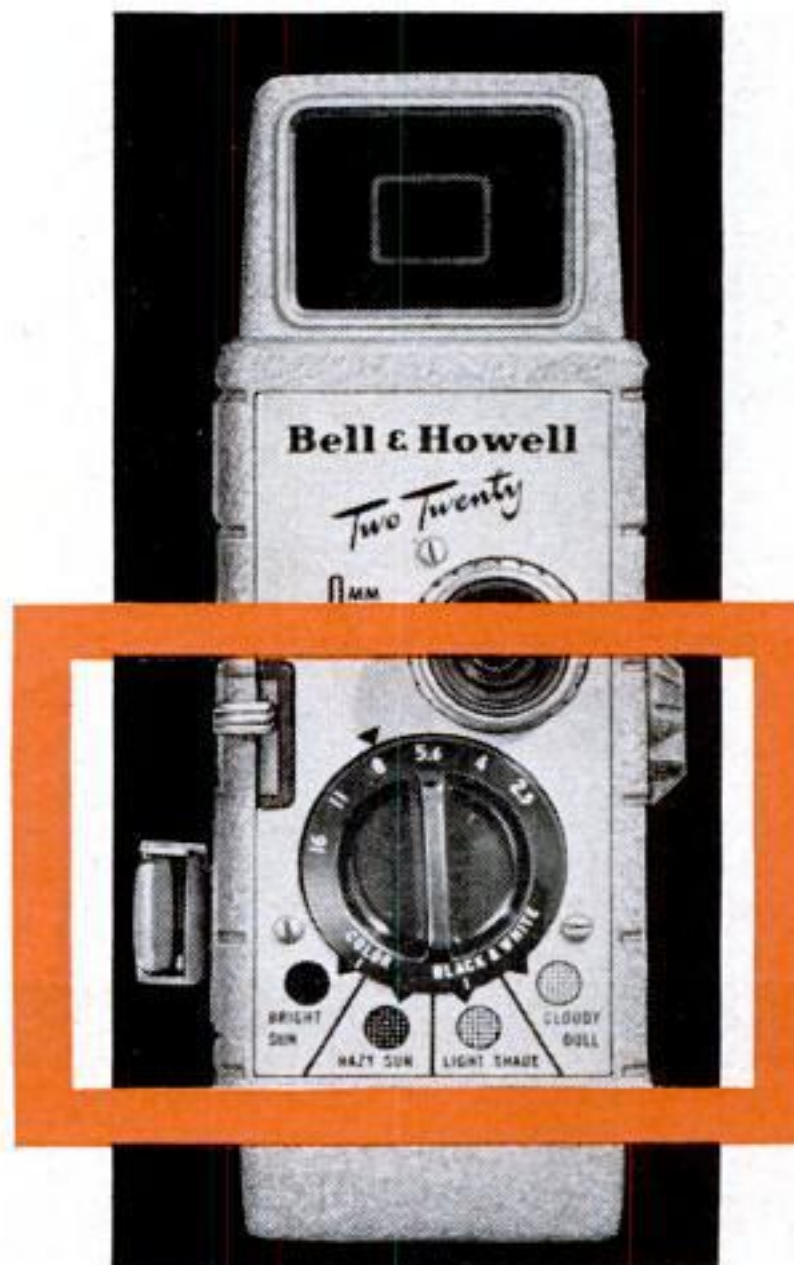
WITH Rev. Martin Luther King of Montgomery, Ala. he sits down after Harlem rally to support pilgrimage to Washington.

"Rev. King, I want you to know we Negroes up-South, as opposed to down-South, feel a strong alliance with you. What you've been doing is a great example of the principle, 'If you can't beat 'em, get 'em to join you.'"

CONTINUED



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BELAFONTE CONTINUED



ON HI-FI machine Harry plays one of folk songs recorded throughout world. *Mama Look at Bubu* came from Trinidad.

"It makes me good and mad when songwriters sitting in New York offices grab hold of a facet of another people's culture like calypso and prostitute it and dilute it."



AFTER a charity performance in New York, Harry impulsively hugs the traveling bag in which he packs his costumes.

"This bag will see lots of use during my summer concert tour. I'm always on the go, too much so. If I don't seem to take success easily, that's because it wasn't given easily."



Mrs. Swanson, A.I.D., daughter of the late internationally famed architect Eliel Saarinen, color plans interiors for Swanson Associates, and designs furniture, fabrics and glassware for leading manufacturers.

Pipsan Saarinen Swanson

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May Apple

*Eastern
Columbine*

Blue Phlox

*Virginia
Bluebell*

Spring Beauty

Bloodroot

Foamflower

Jack-in-the-Pulpit

Wildflowers

50 PLANTS FROM SIX U.S. AREAS

Wildflowers are so suited to their setting in the woods, on stream banks and in meadows that most gardeners never think of trying to grow them in their flower borders. They have the idea that transplanting is against the laws of both man and nature—that it is forbidden to dig wildflowers up and that, anyway, they are too fragile and short-lived to fuss with. Actually many wildflowers thrive under cultivation and are full of blooms for months. Although some states prohibit the digging up of rare species, propagating wildflowers in a garden is a sensible form of conservation. From the 20,000 species in the U.S., a panel of experts has chosen for LIFE

Painted for LIFE

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Wild Geranium

Oswego Tea

*New England
Aster*

Violet

*Large-flowered
Trillium*

Butterfly Weed

for Gardens

ARE THE BEST TO GROW AT HOME

the 50 best wildflowers to plant in home gardens from the six regions where they grow. Northeast wildflowers are shown here; those from other regions and instructions about transplanting and caring for them are on the following pages.

Of the 14 wildflowers chosen for the northeast, bloodroot, spring beauty and Virginia bluebell, which appear in March, are the earliest blooming. Blooming from April through June are the foamflower, jack-in-the-pulpit, blue phlox, May apple, eastern columbine, wild geranium, large-flowered trillium and violet. At the right are three summer wildflowers: Oswego tea, New England aster, butterfly weed.

by Anne Ophelia Todd

A detailed botanical illustration featuring seven different wildflower species. The plants are arranged in a naturalistic, overlapping manner. The Blazing Star is at the top right with its spiky pink flowers. The Passionflower is in the upper center with its large, intricate purple and white flower. The Cardinal Flower is on the left with its tall, slender red spikes. The Crested Iris is in the lower left with its purple, three-petaled flower. The Fire Pink is on the right with its bright red, star-shaped flowers. The Atamasco Lily is in the lower center with its large, pale pink, six-petaled flower. The Moss Pink is at the bottom center with its small, clustered pink flowers. Each plant is shown with its characteristic leaves and stems.

Blazing Star

Southeast: Luxuriant

The seven wildflowers of this region which are most adaptable for home planting include four early bloomers. The fire pink, moss pink, atamasco lily and crested iris flower from March through May. The others, cardinal flower, blazing star and passionflower, start later, all bloom through September. The atamasco lily and fire pink are lush and spectacular, and the passionflower is one of the most unusual of all wildflowers. The fringelike blossom, three inches across, has a tropical look. The vine grows to 15 feet long, makes a splendid fence cover.

Passionflower

*Cardinal
Flower*

Crested Iris

Fire Pink

*Atamasco
Lily*

Moss Pink



Southwest: Late Starters

None of these southwest flowers start blooming until May. The four-o'clock and the desert zinnia last longest, blooming through October. The prickly poppy and golden pea also start in May, bloom through August. Sego lily, western wallflower bloom from June through August

and skyrocket from June through September. Showiest of the blooms is the four-o'clock, relative of the cultivated flower of that name. A large, bushy plant, it can grow to be a foot and a half tall, several feet in diameter. The prolific prickly poppy often covers hundreds of acres.

Large-flowered Beardtongue

Maximilian's Sunflower

Prairie Clover

Goldenrod

Globe Mallow

Soapweed

Evening Primrose

Great Plains: Long Season

These seven have long blooming seasons. Evening primrose, soapweed, globe mallow bloom in May, continue through August or September. The large-flowered beardtongue blooms May through July, prairie clover from June through September, Maximilian's sunflower

and goldenrod from July or August through October. Oddest is the evening primrose, which puts out silky flowers at night to remain open for part of the next day. Beardtongue is one of the splashiest North American flowers. It grows four feet high, has two-inch-long flowers.

*Lewis'
Monkey Flower*

Blue Flax

Shooting Star

*Scarlet
Beardtongue*

Pasqueflower

*Colorado
Columbine*

*Poppy
Mallow*

Stonecrop

The Rockies: Hardy

In the high dry climate of the Rockies wild-flowers are especially hardy. Most of them—poppy mallow, stonecrop, Lewis' monkey flower, blue flax, shooting star, Colorado columbine—bloom from May or June through August. The pasqueflower blooms from April through June, scarlet beardtongue from June through September. The pasqueflower has beautiful blossoms appearing singly on top of a straight stalk. Scarlet beardtongue is sometimes called the firecracker plant because the flowers resemble firecrackers, are in bloom by July 4

Pacific Coast: Abundant

On the Pacific Coast the monkey flower and the golden iris both start blooming in March, the monkey flower continuing through August, the iris quitting by July. Camass, royal larkspur and bleeding heart start blooming in April, last respectively through May, June, July. Leopard

lily starts in June, is through in August, while California poppy goes from June into September. Most Pacific Coast wildflowers grow in rampant abundance. Camass is so plentiful in spring that some mountain and foothill meadows are buried in blue flowers, look like lakes.

*Common
Monkey Flower*



Leopard Lily

Royal Larkspur

Camass



*Bleeding
Heart*

Golden Iris

*California
Poppy*



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TIPS ON PLANTING

In transplanting wildflowers gardeners should first try to duplicate the plants' natural setting—sun, shade, humidity and terrain. Spring-blooming plants do best when transplanted in late bloom, giving them all summer to set their roots. Early-summer bloomers should be transplanted in late summer or early fall, after the flowers have gone but before the leaves have disappeared. Late-blooming plants can be transplanted just before frost or in the spring. Wildflowers from one section of the country are often difficult to grow in another.

In collecting, plants should be dug with plenty of native earth around their roots. Those with long taproots, or deep-seated roots (butterfly weed, desert zinnia, four-o'clock, golden pea, evening primrose, globe mallow, soapweed, poppy mallow), should be taken up young when they have small roots. In transplanting, dig a hole that takes the entire root ball without cramping. Roots should be firmly covered with earth and kept watered until they have set. The faded flowers of short-lived plants (cardinal flower, fire pink, prickly poppy, skyrocket, western wallflower, large-flowered beardtongue, Colorado columbine, scarlet beardtongue) should be cut, but some plants should be allowed to go to seed to keep seedlings coming along for following years. For winter many plants need a coat of needles and leaves, spread two inches thick before frost. Since local laws forbid digging some wildflowers, gardeners should check state conservation agencies. In these cases, plants can often be obtained by swapping with other gardeners or by buying seeds or seedlings from wildflower nurseries.

POPULAR AND PROPER NAMES OF PLANTS

Many wildflowers have more than one common name, and in several cases a single common name is popularly used for several plants of different species. Here the names for the flowers in each of the six regions on the previous pages are given their exact botanical names.

NORTHEAST as used to describe the region discussed on pages 92 and 93 includes Maine to the north, goes west to include Wisconsin, then south through Illinois, east through Indiana, Ohio, West Virginia and Virginia, then up the east coast. The botanical names for plants listed are: bloodroot, *Sanguinaria canadensis*; blue phlox, *Phlox divaricata*; butterfly weed, *Asclepias tuberosa*; eastern columbine, *Aquilegia canadensis*; foamflower, *Tiarella cordifolia*; jack-in-the-pulpit, *Arisaema triphyllum*; large-flowered trillium, *Trillium grandiflorum*; May apple, *Podophyllum peltatum*; New England aster, *Aster novae-angliae*; Oswego tea, *Monarda didyma*; spring beauty, *Claytonia virginica*; violet, *Viola papilionacea*; Virginia bluebell, *Mertensia virginica*; wild geranium, *Geranium maculatum*.

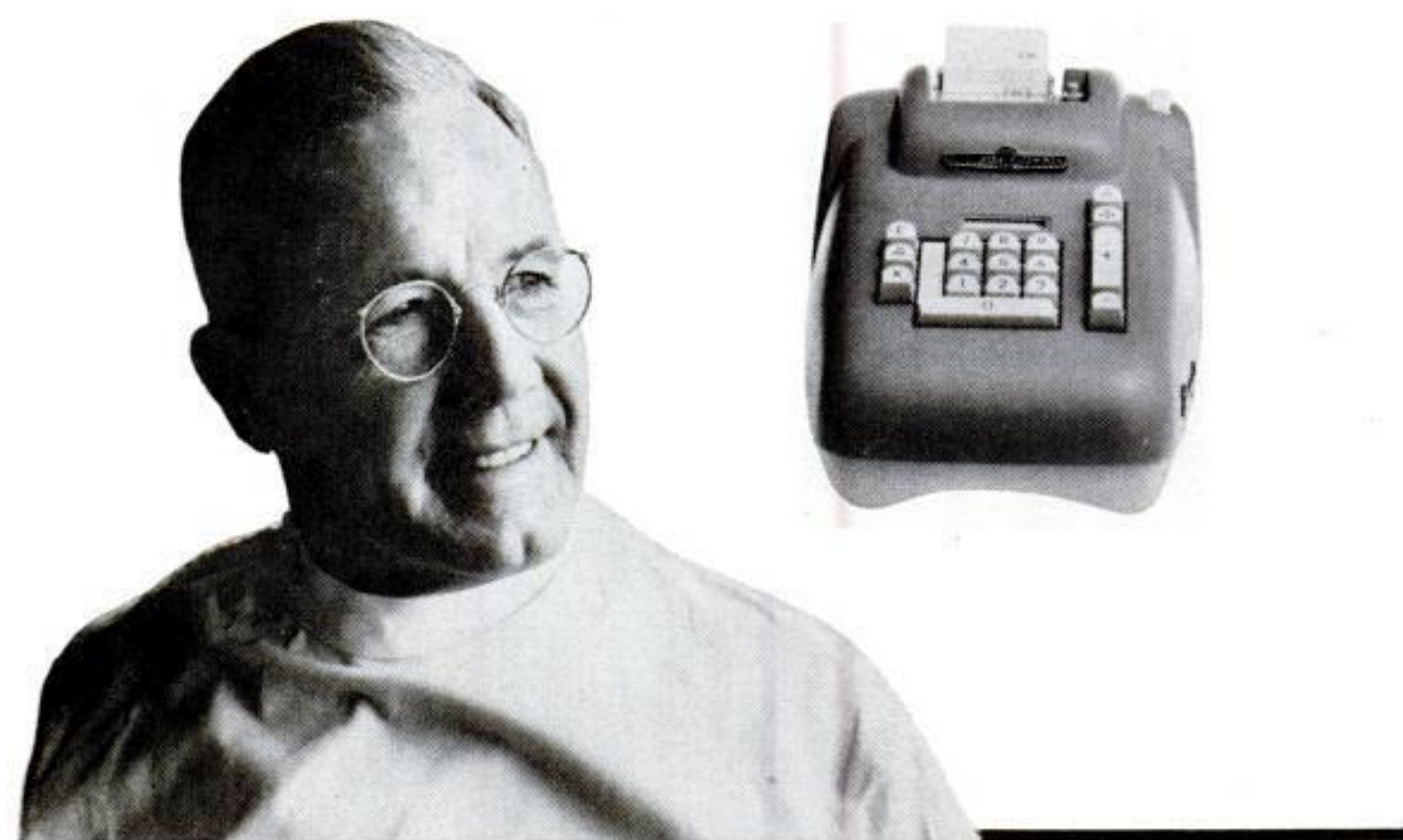
SOUTHEAST, starting with North Carolina, goes west through Kentucky* and Tennessee to Missouri, south to Louisiana, east to Florida, north along the coast. Plants are: atamasco lily, *Zephyranthes atamasco*; blazing star, *Liatris aspera*; cardinal flower, *Lobelia cardinalis*; crested iris, *Iris cristata*; fire pink, *Silene virginica*; moss pink, *Phlox subulata*; passionflower, *Passiflora incarnata*.

SOUTHWEST area consists of Arizona, New Mexico, Nevada and Utah. Plants are: desert zinnia, *Zinnia grandiflora*; four-o'clock, *Mirabilis multiflora*; golden pea, *Thermopsis montana*; prickly poppy, *Argemone platyceras*; sego lily, *Calochortus Nuttallii*; skyrocket, *Gilia aggregata*; western wallflower, *Erysimum asperum*.

GREAT PLAINS takes in North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Oklahoma and Texas. Plants are: evening primrose, *Oenothera missouriensis*; globe mallow, *Sphaeralcea coccinea*; goldenrod, *Solidago rigida*; large-flowered beardtongue, *Penstemon grandiflorus*; Maximilian's sunflower, *Helianthus Maximilianii*; prairie clover, *Petalostemum purpureum*; soapweed, *Yucca glauca*.

ROCKY MOUNTAIN region includes Colorado, Wyoming, Montana and Idaho. Plants are: blue flax, *Linum Lewisii*; Colorado columbine, *Aquilegia caerulea*; Lewis' monkey flower, *Mimulus Lewisii*; pasqueflower, *Anemone patens*; poppy mallow, *Callirhoe involucrata*; scarlet beardtongue, *Penstemon barbatus*; shooting star, *Dodecatheon radicans*; and stonecrop, *Sedum lanceolatum*.

PACIFIC COAST includes California, Oregon and Washington. Plants are: bleeding heart, *Dicentra formosa*; California poppy, *Eschscholtzia californica*; camass, *Camassia Quamash*; common monkey flower, *Mimulus guttatus*; golden iris, *Iris innominata*; leopard lily, *Lilium pardalinum*; royal larkspur, *Delphinium variegatum*.



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NBC COLOR



TELEVISION

EXCLUSIVE FLAVOR PROCESS CREATES...

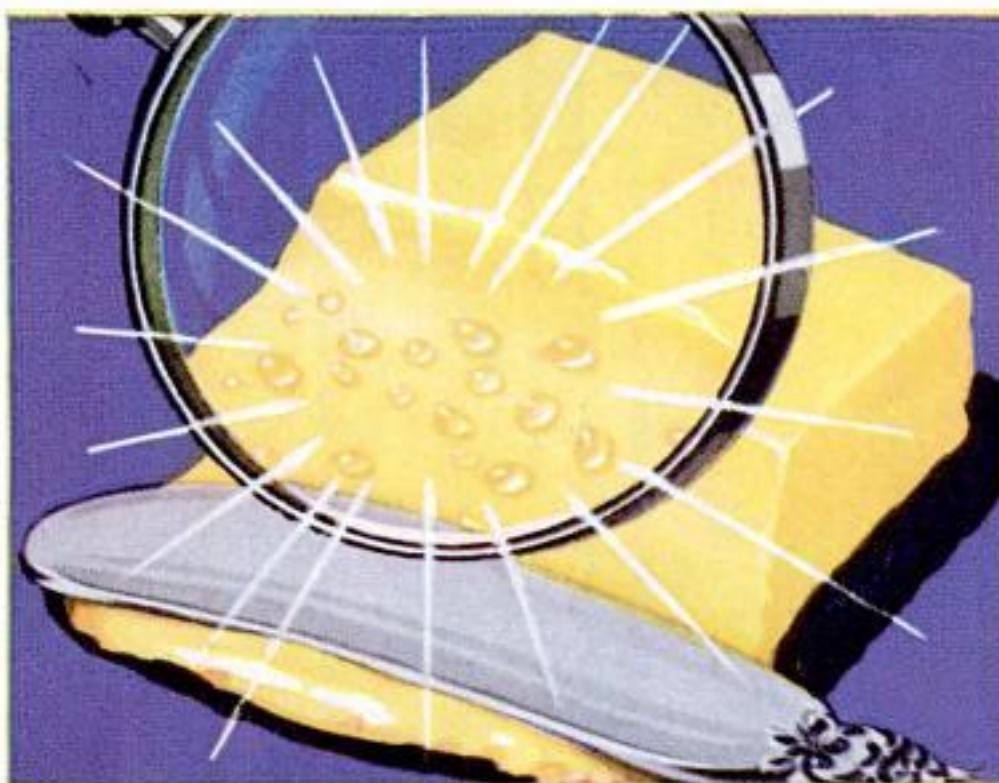
New Margarine Discovery!

Only **Blue Bonnet**
Looks Like, Cooks Like and Tastes Like
 The "High-Price" Spread for Bread!

NEW SCIENTIFIC TEST SHOWS...



1. "HIGH-PRICE" SPREAD HAS "FLAVOR GEMS." With a table knife, press down and spread a pat of the "high-price" spread. Under a magnifying glass, you will see lots of tiny sparkling "flavor gems."



2. BLUE BONNET MARGARINE HAS "FLAVOR GEMS." Now press a pat of BLUE BONNET and you also see these sparkling "flavor gems" (due to exclusive flavor process), just as with the "high-price" spread.



3. NO OTHER MARGARINE CAN SHOW THESE "FLAVOR GEMS." Press a pat of any other margarine (no matter how much you pay for it). No "flavor gems" appear even under a magnifying glass.

Blue Bonnet's Exclusive Flavor Process Has Created The Taste You've Always Looked For In A Margarine

This scientific test will convince you that BLUE BONNET's exclusive flavor process has perfected the only margarine that *looks like* . . . *cooks like* and *tastes like* the "high-price" spread. And, because BLUE BONNET is the only margarine that can show these sparkling "flavor gems" like the "high-price" spread, BLUE BONNET *tastes like* the "high-price" spread. That's why, when you use BLUE BONNET Margarine as your spread for bread or in your cooking, you get that instant burst of natural, sunny-sweet flavor. Buy a pound of BLUE BONNET Margarine at your grocer's and discover this for yourself.

Copyr., 1957, Standard Brands Inc.



ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

Only **Blue Bonnet**



Looks Like



Cooks Like



and Tastes Like"

THE "HIGH-PRICE" SPREAD FOR BREAD



Today there are seven baths in my house. My favorite has a marble tub with dolphin faucets. I got rid of the mink bathmat: it destroyed the Renaissance quality. Mother stage-managed this shot. "Not too much smile, dear," she said.



Mother was stagestruck for us. She wouldn't let any of her three husbands interfere with our careers. We trouped only between marriages. Mother had ambition and she was, in a ladylike way, ruthless—in her own words, a jungle mother.

When I was 4 I made my debut at grandpa's lodge hall in Seattle, Wash., singing I'm a Hard-boiled Rose. I was still singing it here on the Orpheum circuit stages when I was 10 years old because I couldn't learn a new one.

Scrapbook Views of a Smart Stripper

AFTER YEARS OF SHOWING ALMOST ALL
GYPSY ROSE LEE IS NOW TELLING ALL

AMERICA'S most illustrious strip-teaser, Gypsy Rose Lee, who carried self-revelation to the legal limit on stage, has revealed the story of her early life in a volume of memoirs. Titled *Gypsy* (Harper & Brothers) and dedicated to her 12-year-old son ("so he'll stop asking so many questions"), the book begins with the 4-year-old Gypsy trouping with her sister June Havoc and mother Madam Rose, singing in lodges and theaters all over the U.S. Like its author's life,

Gypsy's story is gaudy in places, grim at times, rarely dull, and far more entertaining than any burlesque show.

With pictures from her own scrapbooks, Gypsy here re-creates her career. Living in an elegant New York town house, a 26-room establishment on the fashionable East Side, the ex-stripper has now become an accredited member of the city's busy literary set. The captions that go with these pictures were written by Gypsy herself.



CONTINUED



The name of our act was "Dainty June and her Newsboy Songsters." My sister June was the star. I was one of the newsboys and mouthed the words while they did the singing. None of the boys were paid. Mother told them the experience was worth more than money.



In Yuma, Ariz. in 1929 I bleached the girls' hair and changed the name of the act from "Madam Rose's Dancing Daughters" to "Rose Louise and Her Hollywood Blondes." I was the only brunette. I made all new costumes and scenery and sang I'm a Hard-boiled Rose. But even

'Nothing will take the place of flesh'

Touring with a children's troupe, Gypsy (then Rose Louise Hovick), her sister June and their mother slept three-in-a-bed in theatrical hotels. The truant officers called frequently and the living was not easy.

Vaudeville started to die in the '30s and Gypsy's mother would not believe it. "Nothing," she said, "will ever take the place of flesh." But bookings were scarce. When June, the act's 13-year-old star, eloped with a chorus boy Gypsy became the headliner. From second-rate nightclubs she moved on to first-rate burlesque, dropping her costumes, raising her fees. Other strippers took off more, but Gypsy disrobed with queenly style, tossed out a few French phrases, and seemed to be kidding the customers. "You don't have to be naked to look naked," she said. "You just have to think naked."



The act, after June eloped, was "Madam Rose's Dancing Daughters." These were my dancing partners in The Doll Dance. The theater manager in Saugerties, N.Y. billed us as the "most beautiful girls that ever appeared in this town," but after the opening he tried to cancel us



Most times I had been wearing boys' clothes, a knicker suit and brogues, so I liked wearing a dress as I am above, even if just to have my picture taken. June (right), who came back briefly to the act, had always hated our hair bows and ruffled dresses. "I'm not a baby anymore," she



with all this we still couldn't get work. We were stranded in Kansas City when Mother booked us by mistake into a burlesque theater. The star of the show was "Tessie, the Tassel Twirler." We got bottom billing, and from the way the act went over that's all we deserved.



would say. School, for us, was a problem. We trouped a tutor for a while but she left before we got past our foursies in multiplication. One day just before June got married, a woman stopped us in a dime store to ask the time. June looked at her watch. "Big hand is on six," she said, "and the little hand's on four."

Billy Minsky's Brooklyn Burlesque
 本院每星期特辦名伶十名專演裸體大戲
 色目不暇給心願神怡幸有暇欲求諸君無不歡迎
 是星期主角李玫瑰女伶
 在亞尼路橋頭搭(巴市)車一直去戲院門口 每星期一
 日換戲 每日做兩場
 ▲入場券價目表
 晚場 由二毛五仙至七毛半
 星期 由二毛一仙至一元
 每星期 由一毛五至五毛
 每星期 由一毛至五毛
 女伶李玫瑰 產白歐
 洲·星布碌露裸體戲
 院主角·乳圓·髮捲·
 足·隨·隨·隨·白·頂·
 當其國·聲·聲·曲·
 解·解·帶·帶·唱·唱·
 笑·笑·笑·笑·何·何·
 神·往·而·大·鼓·其·掌·也

When I was 16 my picture was on the front page of the Police Gazette, the Evening Graphic and I was advertised in Chinese. The show's name changed every week, "Ada Onion from Bermuda," "Iva Schnozzle from Red Hook," but my name was always on top.



Billy Minsky told me to wear my hair back. "It's more ladylike," he said. The white fox came in handy on my last encore, I used to drop it in the tuba. I was called the Gene Tunney of burlesque, and Jean Cocteau, after watching my show, burbled, "How vital."

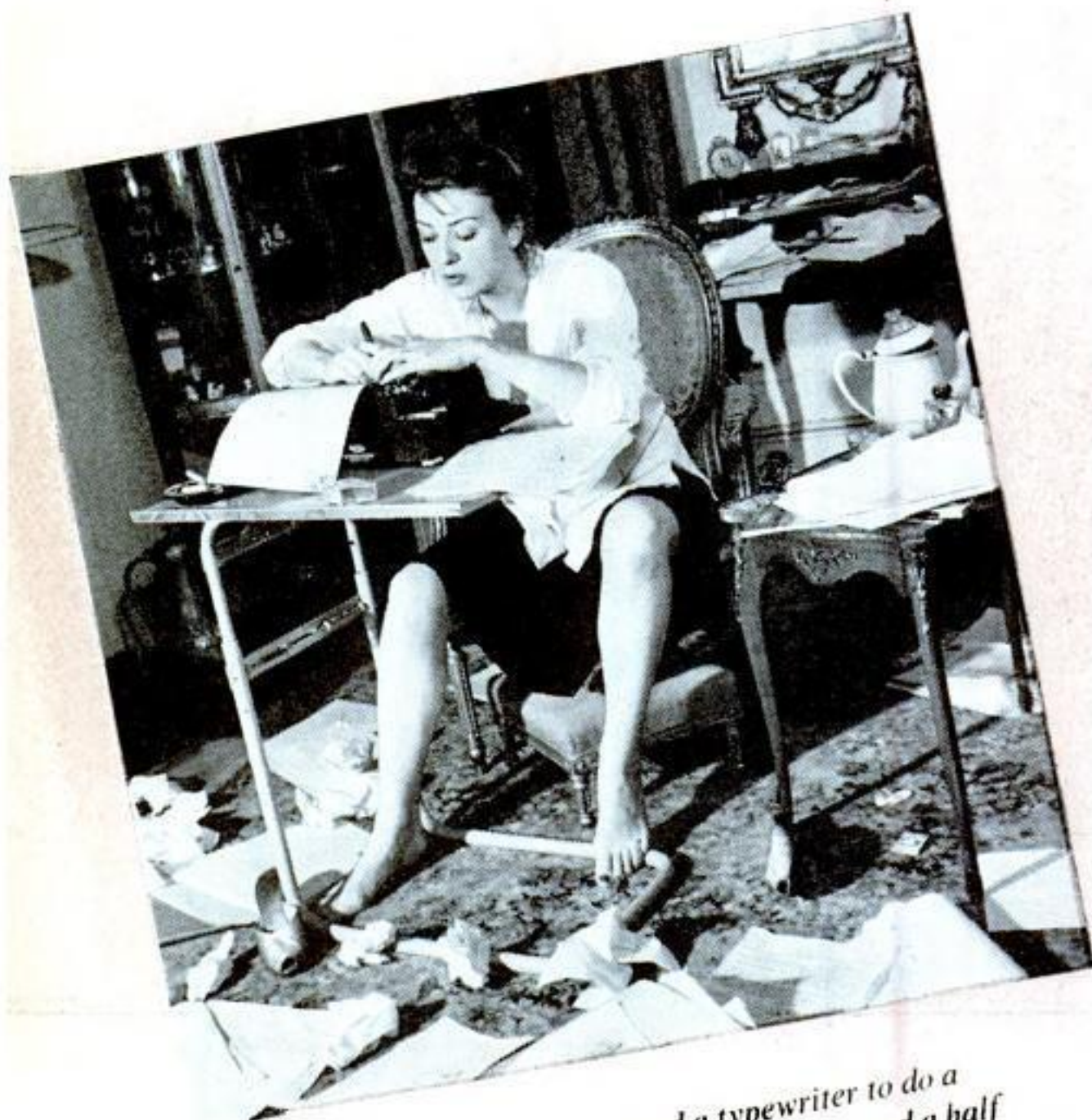
CONTINUED



From burlesque I went to the Ziegfeld Follies. Then Hollywood, the World's Fair and Mike Todd's Star and Garter (above). Bobby Clark wore painted-on spectacles. Under spangles I wore three pasted-on gardenias.

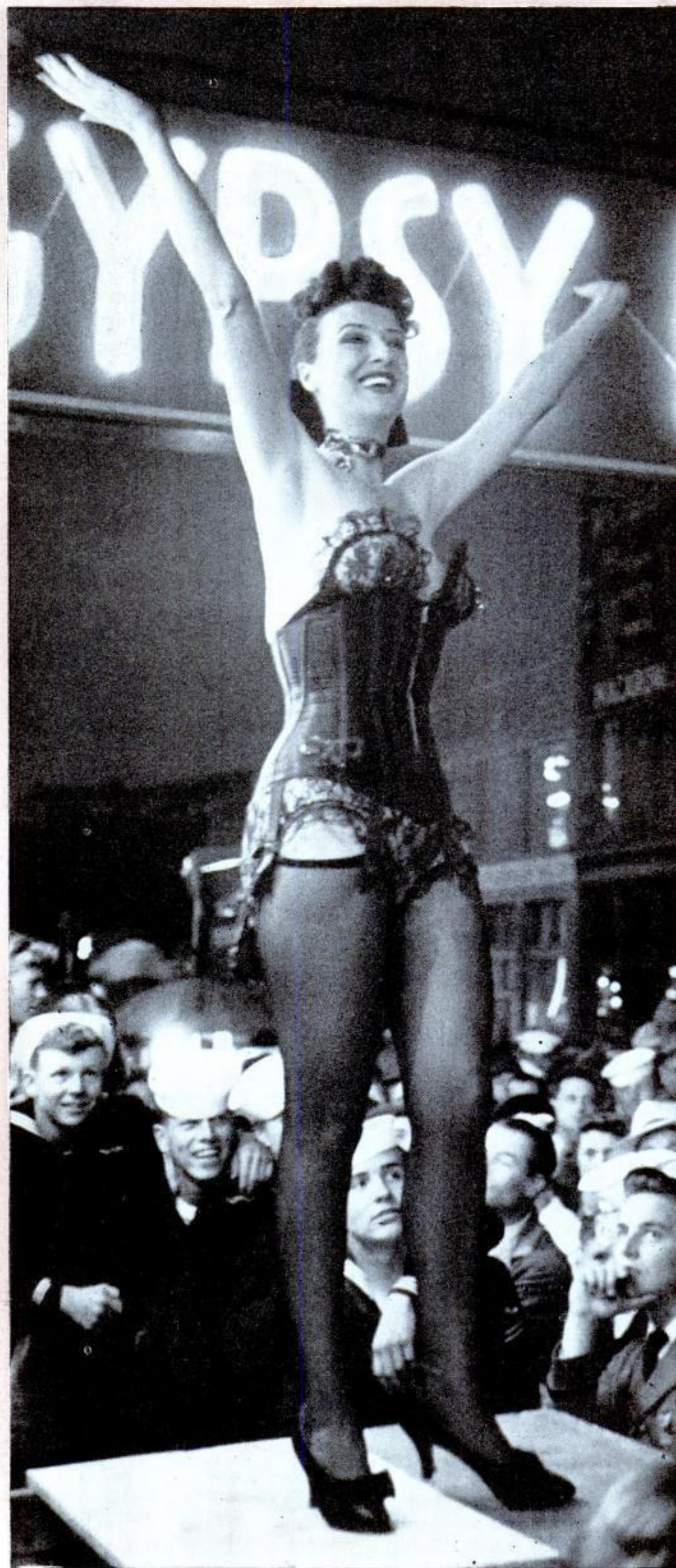


Along the way I married three times. My son Erik was born in 1944. He trouped with me with his bathinette, then, as he grew older, with his kiddie car, tricycle and schoolbooks, a guinea pig in his pocket.

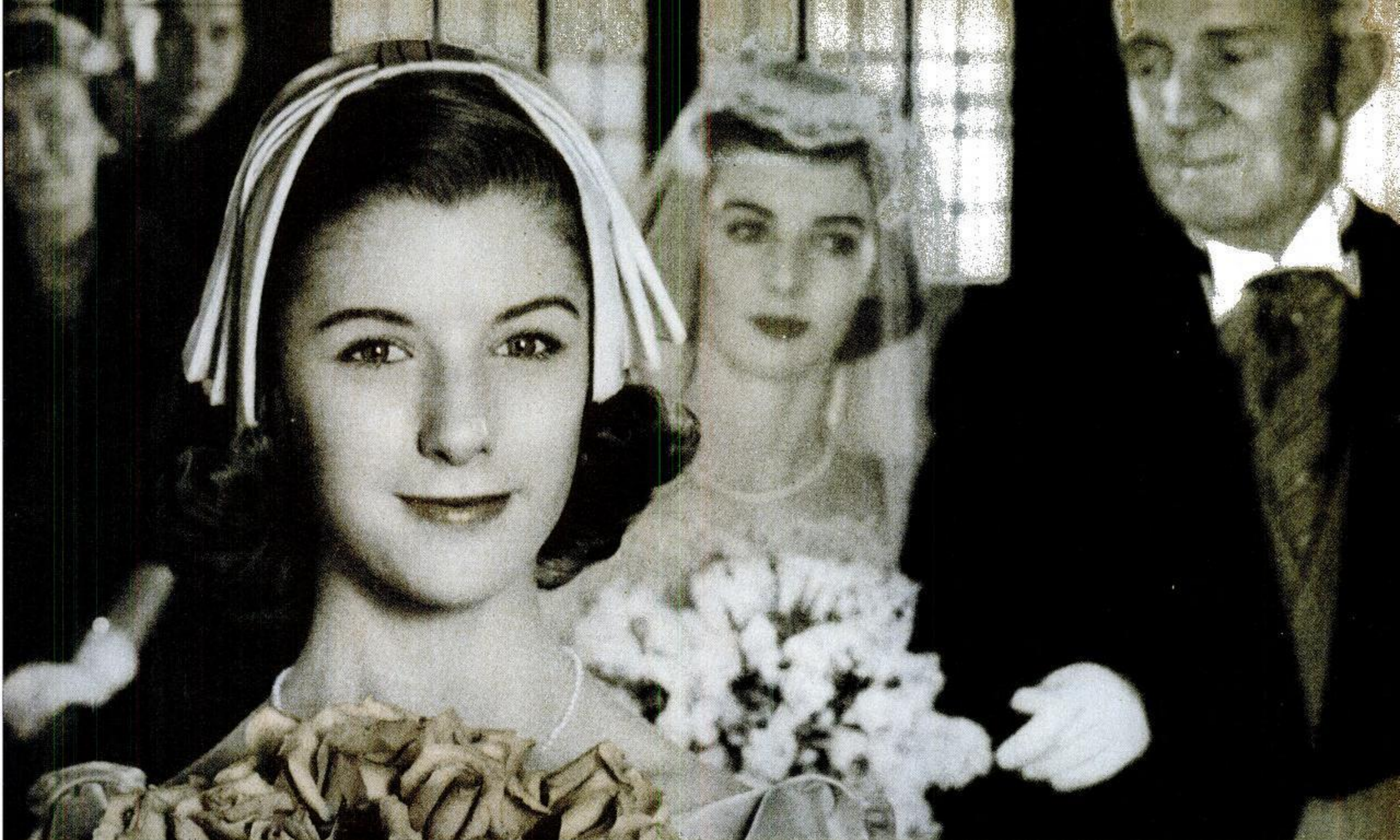


During the World's Fair I rented a typewriter to do a guest column for Walter Winchell. I had three and a half weeks left on the minimum rental so to get my money's worth I started my first book, the G-String Murders.

On to Broadway, books and baby



I 1949 I spent 23 weeks touring the country with a carnival sometimes playing 19 shows a day, never without sailors in the audience. Variety said I parlayed a G-string into 100 Gs, actually it was closer to 125 Gs counting my take from the hot dogs and soda pop.



Sixteen...and maid of honor!

Sixteen years old—and maid of honor at my sister's wedding! It was the most utterly breathless day of my life.

All morning the house bustled with caterers and telegraph boys. And Dad kept saying, "Darn it, it just *can't* rain today!"

Then we were walking down the aisle to the slow, solemn music. It was all so beautiful. Right then I decided that when I got married, I'd plan my wedding just like Kate's.

And I'm going to have International Sterling, too. I picked out my pattern when I bought my

wedding present for Kate—I know she'll love those beautiful serving pieces that match the service for eight she's getting from Mother and Dad.

I'm not sure why it's so terribly important to have International Sterling. Maybe because it's real and beautiful and—*permanent*. And because International Sterling will give our home a sense of poise and rightness—a feeling we'd never get from anything second-best.

—•—

Gleaming multi-use International Sterling serving pieces make perfect wedding, shower and

anniversary gifts—practical and imperishable!

And when you choose family silver for yourself or for someone you love, be sure to see all of the much-loved International Sterling patterns—patterns with a warm color, rich weight and deep-sculptured beauty that can never be duplicated in a less precious metal.

You can start your sterling collection with a piece or a place setting, or take home your "Family Living set"—your complete 42-piece service for 8 in a handsome chest. If you wish, you may pay for it later. Just a few dollars a week.

International Sterling

The solid silver with beauty that lives forever

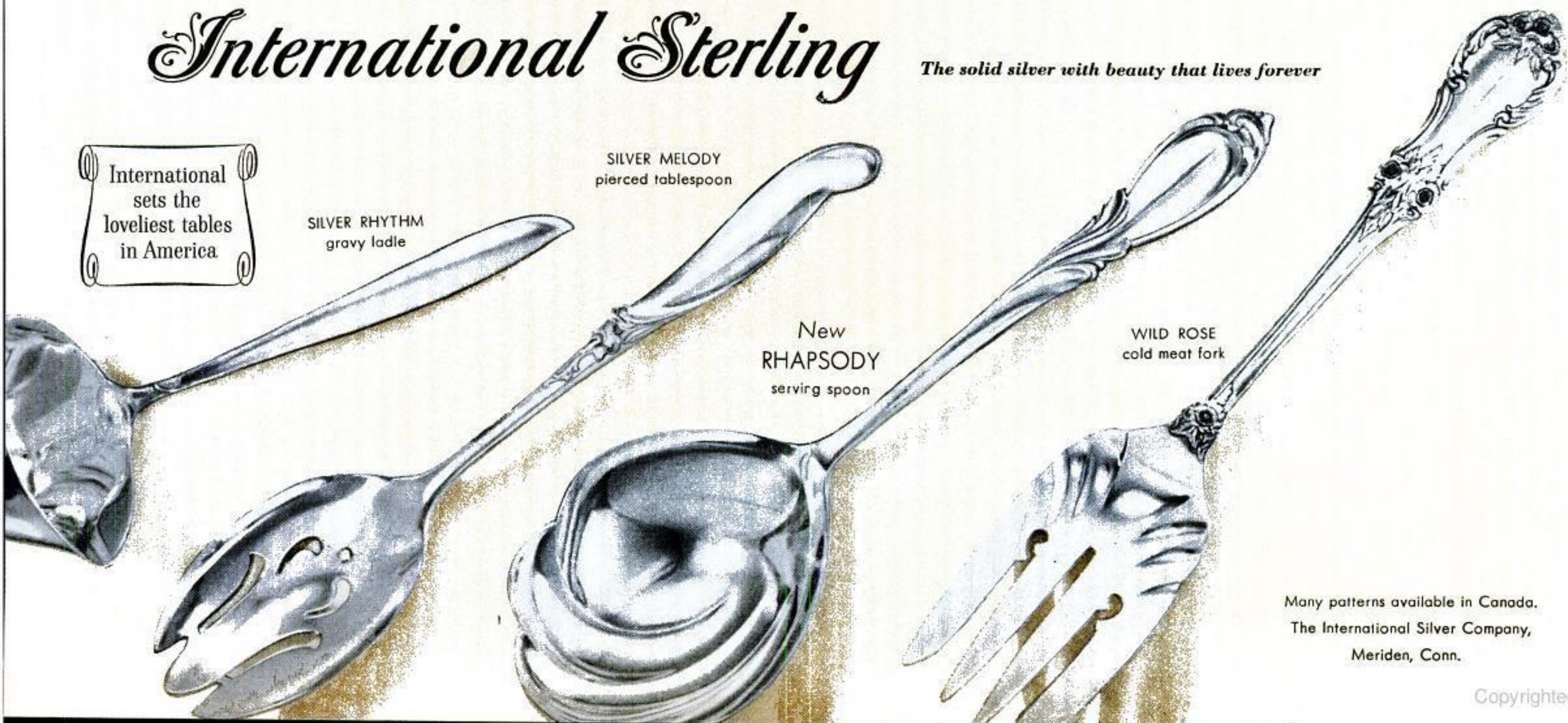


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gravy ladle

SILVER MELODY
pierced tablespoon

New
RHAPSODY
serving spoon

WILD ROSE
cold meat fork



Many patterns available in Canada.
The International Silver Company,
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WHO KNOWS
THE
IMPORTANCE
OF HIS
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Every time you pay a check, buy a ticket, show your license, your Prince Gardner *Thin-Twin* Registrar tells the world you are a man of taste, a man who knows fine leather and superb workmanship. *Thin-Twin* is a complete Registrar Billfold, with removable money-fold pass case, concealed money flap. Money pass case is the thin part of twin, carried separately for formal or casual wear. Gahna polished cowhide in mahogany; also in tan or black. \$5.95.* Cigarette Case, \$3.50; Lighter, \$2.50; Key Cards, \$2.50 up.* Other *Thin-Twins* to \$15.* Registrar Billfolds \$5. to \$45.*



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for your money . . . get

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PRINCE GARDNER COMPANY, 2025 S. VANDEVENTER, ST. LOUIS, 10, MISSOURI AT FINE STORES EVERYWHERE! *PLUS TAX



Now, after almost 40 years in show business, I can relax in my patio, pat my dog, and contemplate my future. But not for long. First I have to take the kimono off the Corona and get back to work on a Broadway musical of my

book. Then I must pack the scenery, beaded dresses, music, cats, dogs, guppies, frying pans, fishing tackle and Erik's schoolbooks for 10 days in a nightclub. Royalties are nice and all that but shaking the beads brings in money quicker.



It's a Darb!*

Steve Allen's famous Polaroid® Land Camera demonstration makes TV audiences applaud:



Say cheese!

And in just 60 seconds we'll have a finished picture of lovely Erin O'Brien. No other camera in the world lets you take a picture one minute, see it the next.



While we're waiting...

Let me tell you about the new Polaroid Land film. With this film, the quality of these pictures is magnificent. And if you need extra copies you can get all you want.



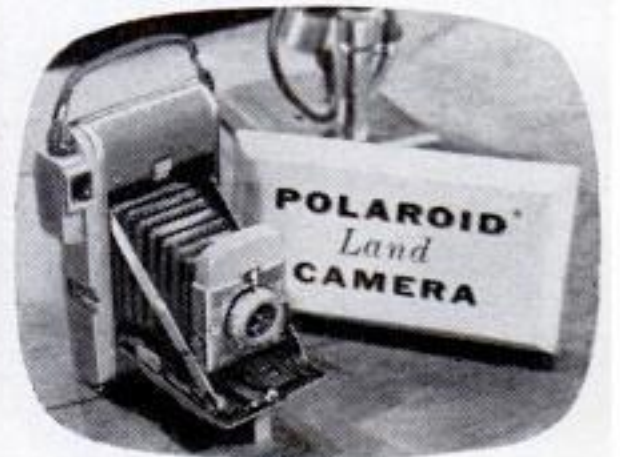
60 seconds are up...

Let's see what we've got here. Just open the back of the camera, and there's our finished picture. What a way to double the fun at parties, picnics, any get-together.



Look at this!

Ever see a better picture than that? Every detail razor sharp. And with the new Polaroid Land film these pictures don't fade—they last just like any other pictures.



69.95 or 1.19 a week!

That's all it'll cost you to own a Polaroid Land Camera. Drop into any camera store tomorrow. Take a couple of shots yourself. This camera's a cinch to work!

*Steve's way of saying today's 60-second pictures are terrific, fabulous, the greatest. Watch THE STEVE ALLEN SHOW Sunday night on NBC-TV. Lots of laughs.

POLAROID CORP., CAMBRIDGE, MASS.



ON LITTLE ROUND TOP Montgomery explains, "I would have done a right hook" around ridge. Behind them to the west lie open fields Confederates crossed in their unsuccessful assault on Little Round Top.

MAP OF BATTLE (below) shows the Confederate assaults (gray) on Union lines (blue). On first day attacks from north and northwest (top) drove Union troops back onto Cemetery Hill. On the second day

the Confederates assaulted Culp's Hill, Round Top and Little Round Top but were turned back. Then, on third day, General Lee ordered Pickett's charge against strong Union positions on Cemetery Ridge.

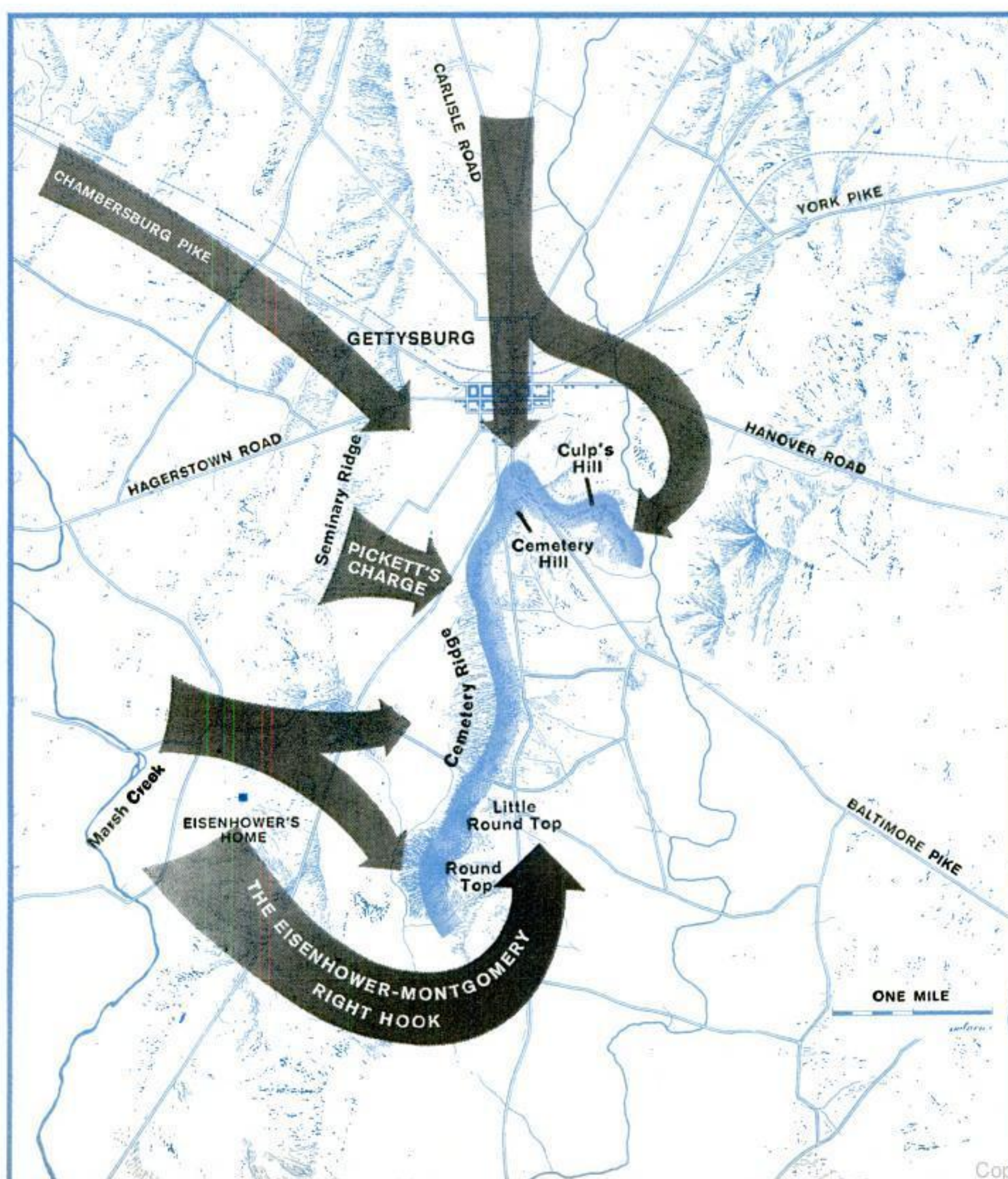
GREAT BATTLE NEWLY VIEWED

On a misty Pennsylvania morning, President Eisenhower took a distinguished guest, British Field Marshal Viscount Montgomery, on a two-hour tour of the Gettysburg battlefield, which adjoins the Eisenhower farm. As the Allied commander in Europe in World War II and one of his top generals reviewed the historic battle, fought 94 years ago, they added new fuel to an old controversy.

Why had Robert E. Lee sent General Pickett and 15,000 men on the ill-fated charge up Cemetery Ridge at the strong center of the Union lines? Why did General Meade, having turned the Confederate charge, fail to pursue and destroy Lee's army?

"I wouldn't have fought the battle that way myself," said Field Marshal Montgomery. "If you had, I'd have sacked you," replied Dwight Eisenhower. "I'd have deserved it," said Montgomery. Both men agreed on the tactics they would have used (see map). Then, conscious that historians would be long studying their own World War II campaigns, the President said some of the generals of that day "might have criticized the way we fought our battles."

CONTINUED



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Your Teeth
with Colgate's...
**Brush
Bad Breath
Away!**

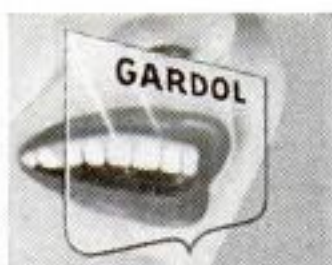


**And Colgate's with GARDOL
Fights Decay All Day, Too!**

Colgate Dental Cream with Gardol stops mouth odor all day for most people . . . with just one brushing! Gives you that fresh-clean feeling that comes from brushing your teeth with Colgate Dental Cream.

And unlike other leading toothpastes,* Colgate Dental Cream contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day . . . with just one brushing!

Gardol's invisible shield fights tooth decay all day . . . with just one brushing.



*THE TOP THREE BRANDS
AFTER COLGATE'S.



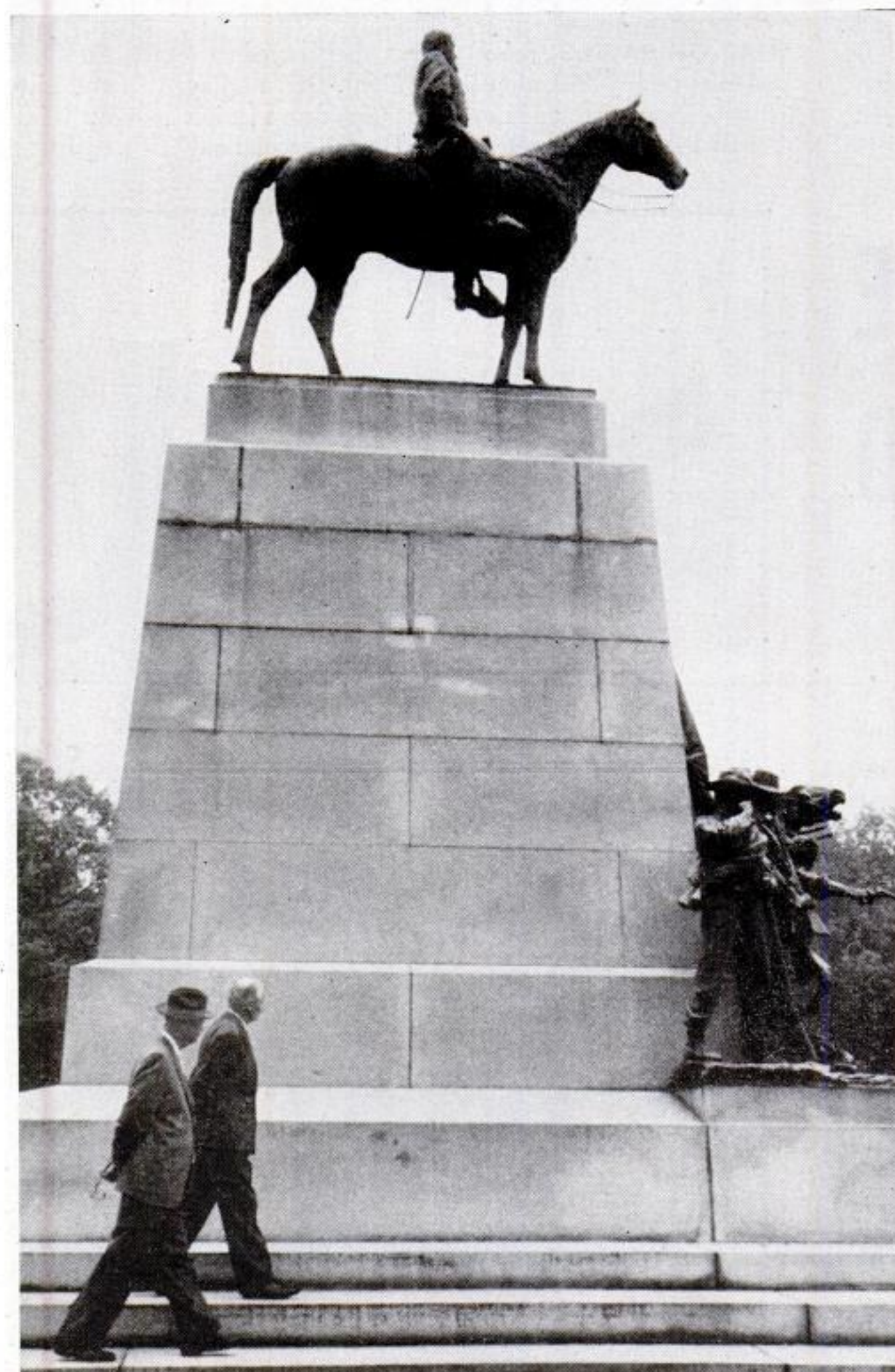
Colgate's with GARDOL

**CLEANS YOUR BREATH
WHILE IT CLEANS YOUR TEETH**

Great Battle CONTINUED



AT STATUE OF GENERAL MEADE, the President walks ahead of his guest. Montgomery (right) said Meade "was not very sure of what he was doing" because he took command of the Union army only shortly before the battle.



AT STATUE OF GENERAL LEE, the President said, "You can't imagine what was on his mind" as he ordered Pickett's charge. At a later press conference, however, the President called Lee one of the "four top Americans of the past."

Indoors or out it's
SO EASY TO COOK
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BARBECUE with a California Wine for seasoning. Easy. Let guests watch, and sip wine. Wine is sociable, moderate, makes food taste wonderful. Any glass will do.



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FOR YOUNG MEN

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It's trim! It's terrific! It's the new Schick Varsity... custom-built to shave young men close, clean and quick! A great gift for college students... high school students... service men... young men on the job. The Varsity's big, new Fast-Action Head is powered by an extra quiet motor—breezes through any beard with power to spare! Buy the new Schick Varsity at your Schick dealer today. Available in 4 handsome trim colors—only \$17.50. Ask your dealer about the satisfaction-guaranteed 14-day home trial. Schick Incorporated, Lancaster, Pa.

With Handsome Plaid Pouch

\$17.50



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NEW! Big, Fast-Action Shaving Head—Specially designed to handle every kind of beard and skin.

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NEW! Snap-On Beard Catcher Whiskit—With push button release. Makes cleaning a breeze. In red, blue, green, or charcoal.

NEW! Stand-Up Design—Stands firmly on its own base... anywhere!



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FIRST IN ELECTRIC SHAVING

Don't miss "DRAGNET" NBC TV Thursday nights

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A large, silver Lockheed Starliner jet with two engines mounted on the wings, flying diagonally across a blue sky with white clouds. The TWA logo is visible on the wing and tail. The text "Newest..." is in the top right, and "The swift TWA" is in large red letters at the bottom.

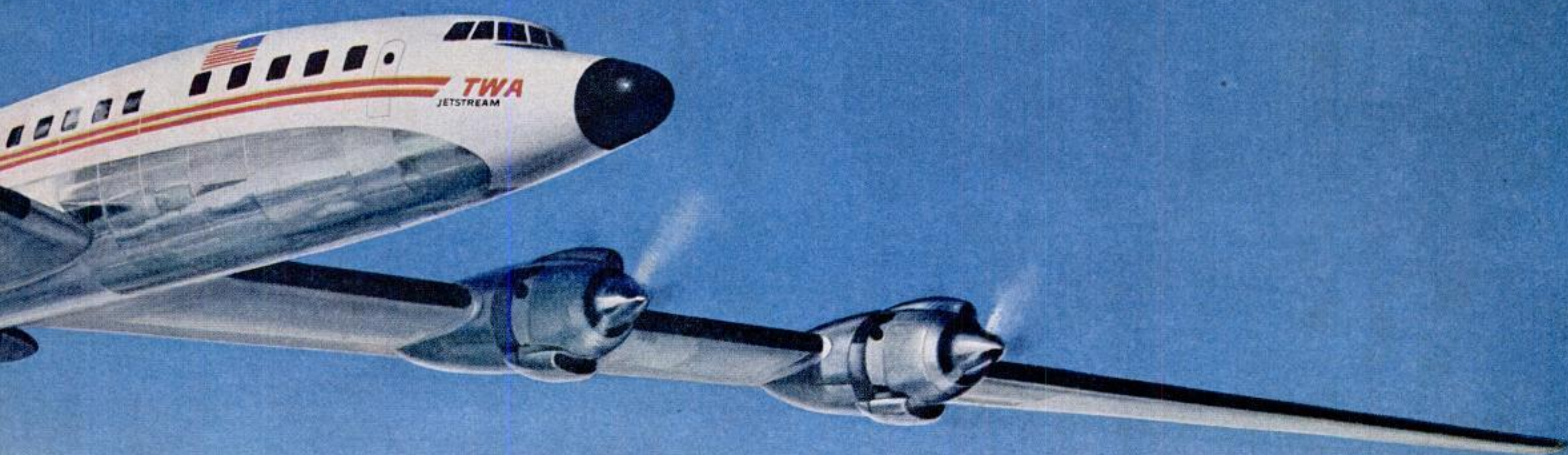
Newest...

The swift TWA

TWA, pioneer in aircraft development, now proudly announces the largest and most luxurious airliner ever built—the JETSTREAM! This great Lockheed Starliner flies at higher altitudes, over weather, and can even take advantage of the jet stream—the smooth winds of the upper air. Its giant wingspread (half the length of a football field) makes the JETSTREAM capable of flying from Los Angeles to Paris *non-stop* with fuel to spare. We invite you to experience the pleasure of JETSTREAM flight *soon* . . . coast-to-coast and overseas.

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All spruced up for breakfast



*(Bright new faces too
on Kellogg's Variety Pack)*



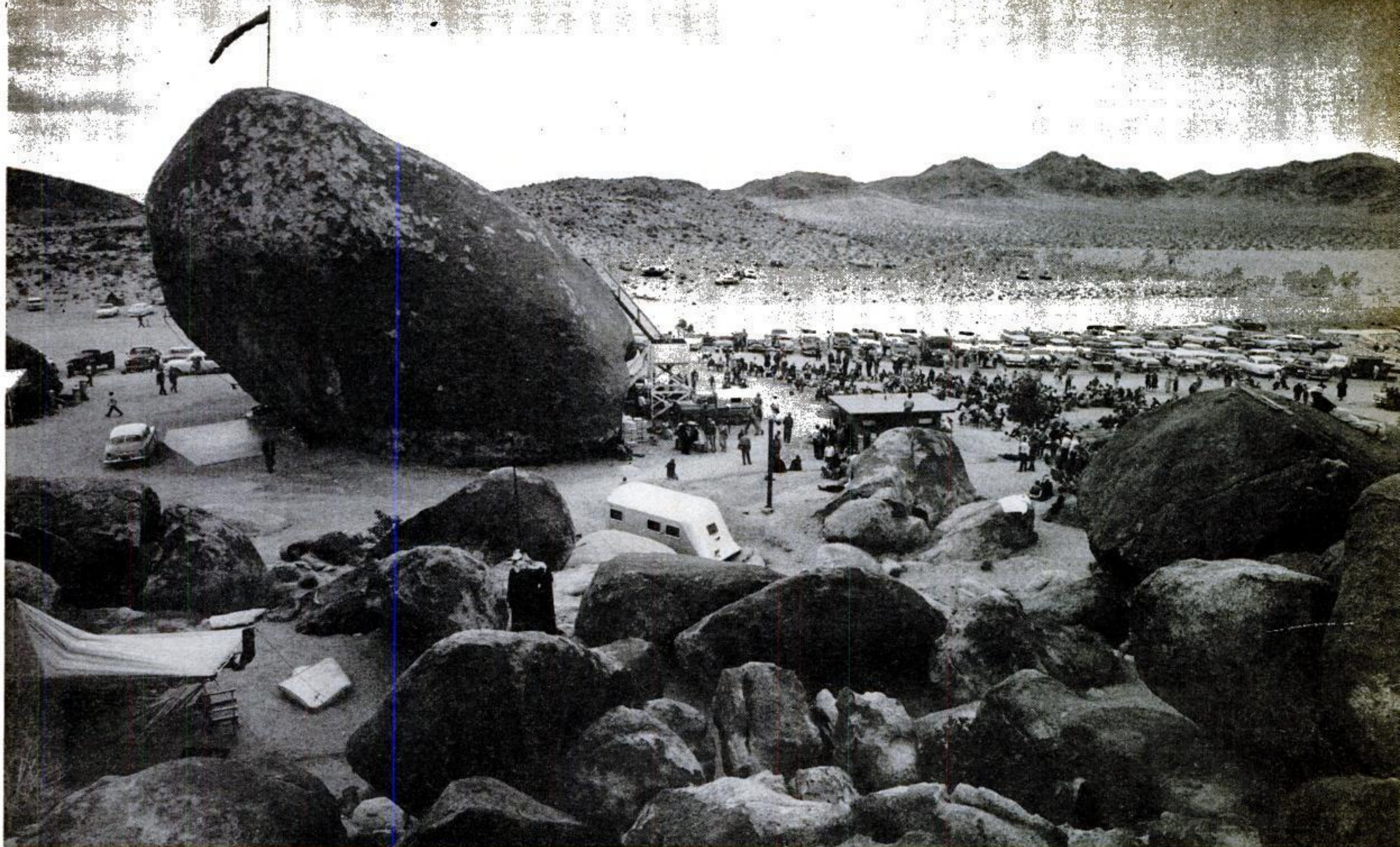
"Variety" is a trade mark of Kellogg Company (Reg. U. S. Pat. Off.)

"Choose-it-yourself" breakfasts are brighter than ever, now that the favorites only Kellogg's makes are all dressed up in gay, new, individual boxes. Behind this cheery new look is Kellogg's same good grain nourishment. Ten generous servings. All kinds, all fresh, all convenient. Wouldn't these spruce up your breakfast tomorrow?

Kellogg's VARIETY PACK

The cereal assortment America likes best

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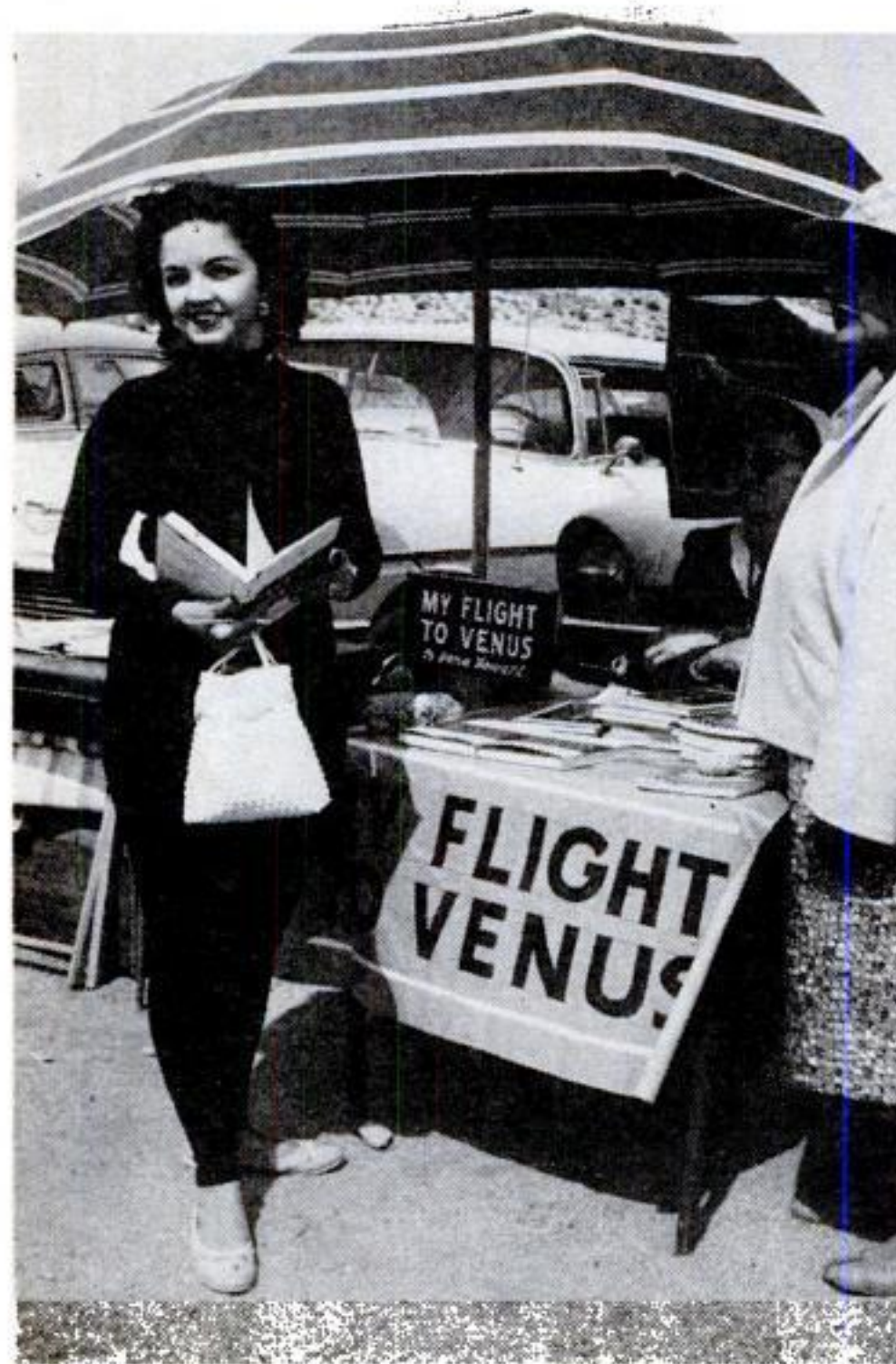
BRAVING A BROILING SUN, FLYING SAUCER BELIEVERS GATHER NEAR GIANT ROCK TO LISTEN TO A REPORTED CONVERSATION WITH FLYING SAUCER PEOPLE

A SAUCER SESSION FOR SPACESHIP SIGHTERS

Believers hold meeting in desert to swap interplanetary tall tales

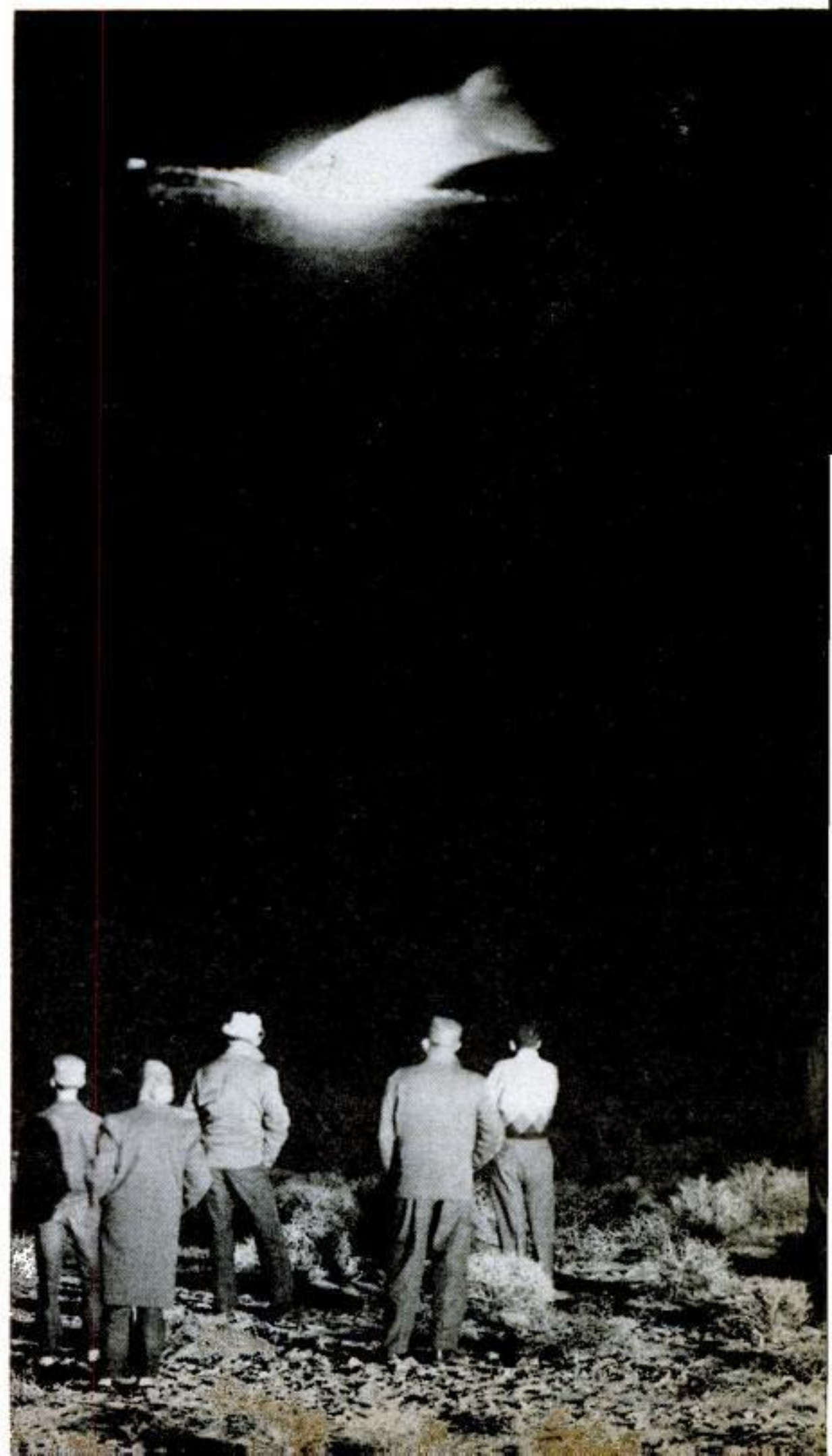
In a gaunt desert setting that, appropriately, looked like a lunar landscape, 1,200 earthlings convened to reaffirm their unshakable belief in the existence of flying saucers. Members of the Interplanetary Spacecraft Convention, they could afford to ignore the dearth of official evidence on flying saucers because many of the group have seen spaceships with their own eyes. At least that is what they kept telling each other. Even more, some of them say they have talked with the passengers on flying saucers and a number of lucky ones have been taken for rides in them.

The site for the convention was Giant Rock Airport near Yucca Valley, Calif. where during past conventions members have made several saucer sightings. Last year a conventioner not only saw a saucer but heard a signed "O, dear me" coming from the inside. Conventioners spent their days reporting spaceship experiences, some of which are depicted on the next page, and spent their nights hopefully watching the skies for saucers. But the only one they saw (*right*) was nothing they ever wanted recorded in the annals of the proceedings of the Fifth Interplanetary Spacecraft Convention.



THE QUEEN OF SPACE, Mrs. Evelyn Smith of Indianapolis, Ind., buys one of the many books reporting space adventures on sale at the convention.

FAKE SAUCER CRASH was staged by Caltech students, with dynamite. It fooled conventioners who rushed to site, found only a charred patch of desert. →



CONTINUED

CONVENTIONERS REPORT RECENT ENCOUNTERS WITH SPACE PEOPLE

For those who have never seen a flying saucer or talked with saucer people the reports of those who say they have—like those told below—should prove reassuring. Most of the conventioners who reported experiences with spacemen say that the visitors from outer space look much like humans and are very benevolent. Saucerians are polite and often take earth folk for quick sightseeing whirls in their flying machines. On these trips some people have been shown around the earth, others have been

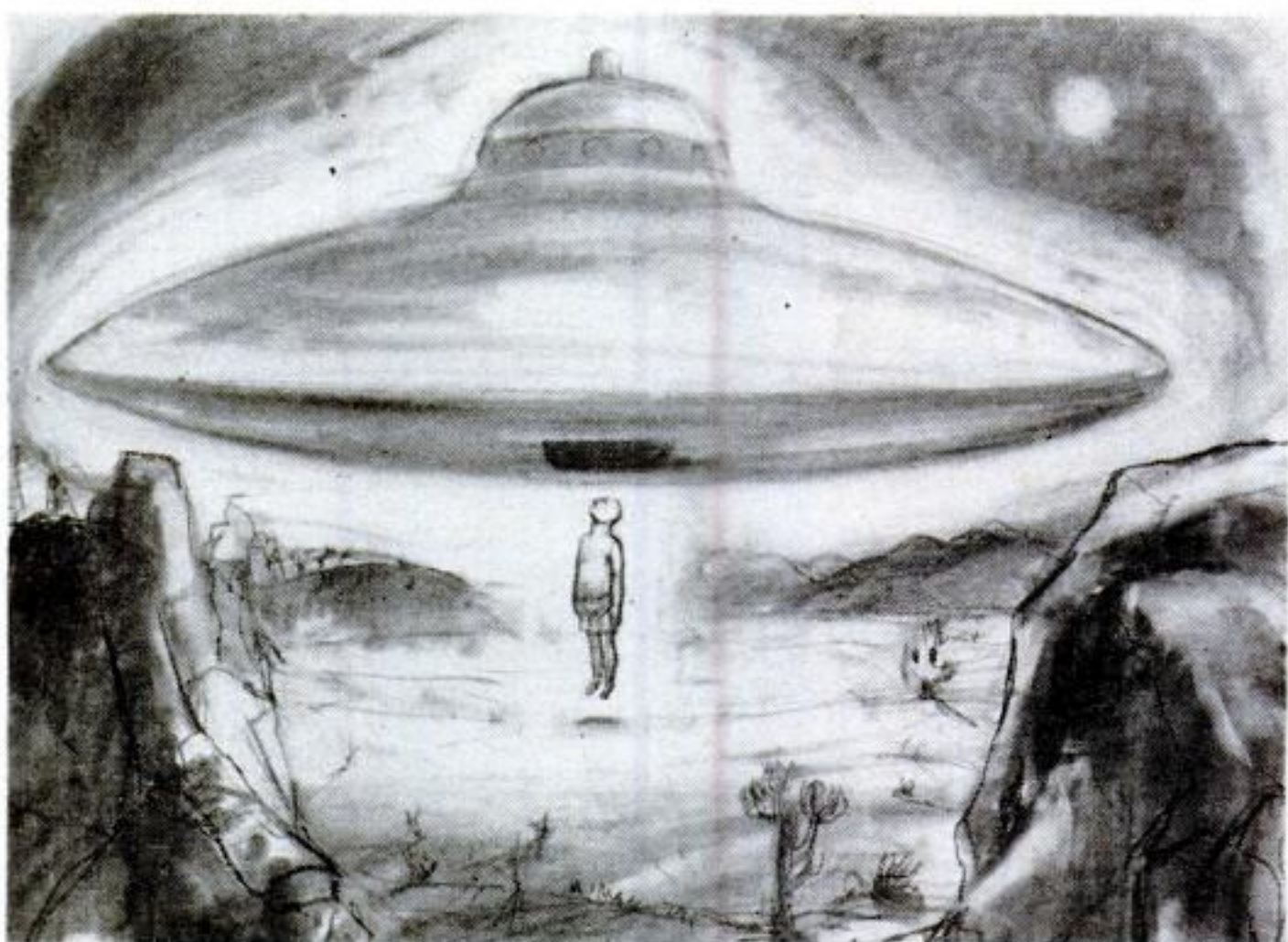
taken to Venus and Mars or the back side of the Moon and one man was given a dog (it looks just like an earthbound dog) which he still owns and sells hairs from. Conveniently, spacemen speak English very well—usually with an American accent. Some are even interested in American politics. George Van Tassel, the convention leader who also operates the Giant Rock Airport, says saucer people have persuaded him to run for President in 1960 and that they are going to help run his campaign.



SHORT SPACEMEN wearing coveralls and caps accosted Truman Bethurum of Prescott, Ariz. (left) while he was snoozing in his truck at midnight on July 28, 1952. They took him to their spaceship where he met their chief, a small, beautiful woman, who engaged him in philosophical discussions until dawn. Back at his camp Bethurum wrote a letter before going to bed: "To whom it may concern. If I am found dead it will be because my heart has stopped from the terrible excitement induced by seeing and going aboard a flying saucer."



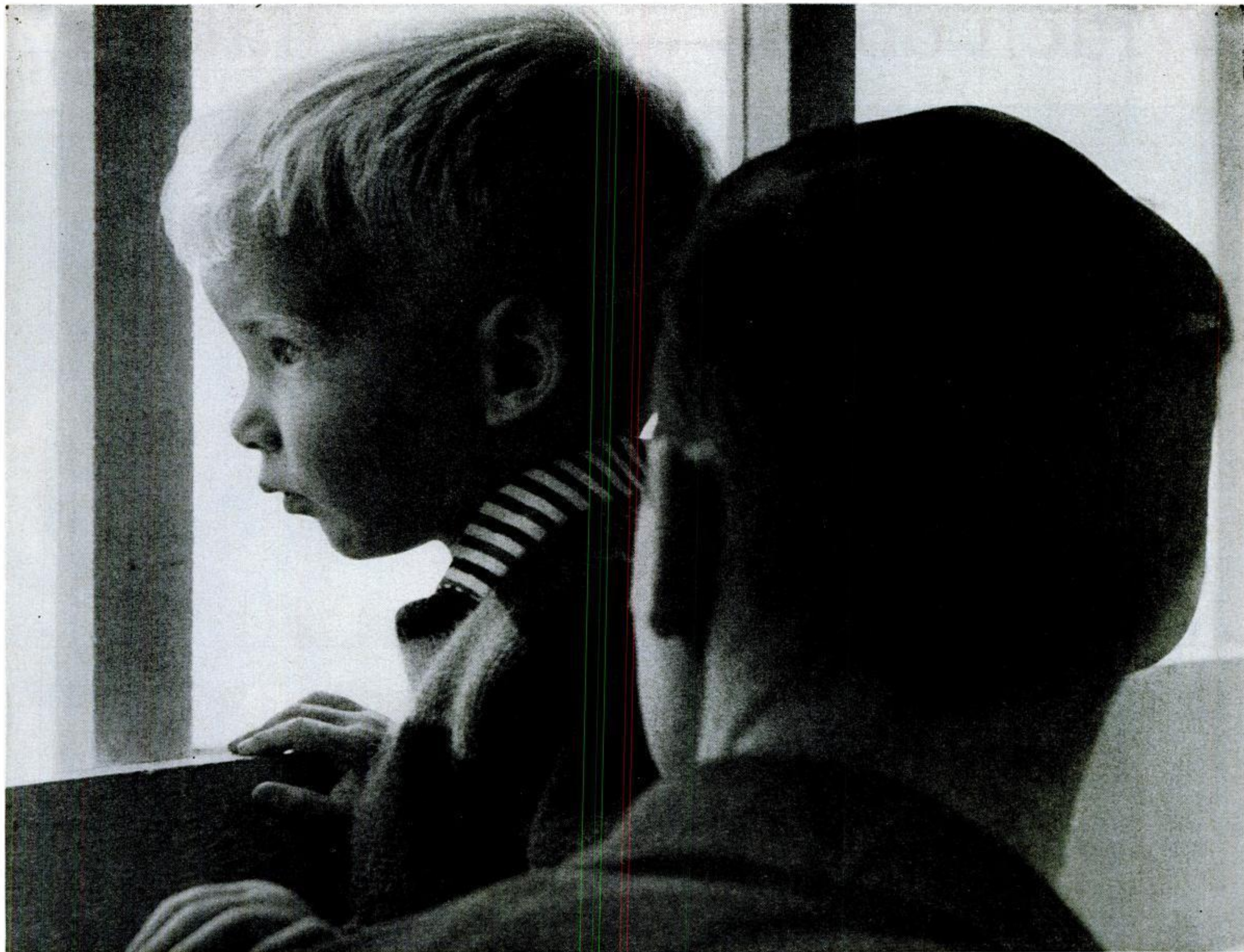
SPACEMAN SHOWER was seen by Mrs. Ruth May Weber of Yucca Valley, Calif. in a "psychic" experience about 18 months ago. A voice told her that the space people she had been interested in for some time actually lived on earth and would take over in case of world disaster. Confirming her message, she saw saucer people raining from the skies and losing themselves in the crowd on main street in Yucca Valley. Though Mrs. Weber saw them, ordinary citizens, like the man who is reading his newspaper at left, saw nothing.



SPACE-SHIP INSPECTION was granted to George Van Tassel on Aug. 21, 1953. Wearing only his shorts, Van Tassel was sleeping out in the desert one evening near Giant Rock. Suddenly he was awakened by a spaceman who asked if he would like to inspect his flying saucer which was hovering nearby. Van Tassel said he certainly would and was elevated inside. There he was shown instrument panels and other inventions including a closet that cleans clothing with light. Van Tassel left the ship on a gravity nullifying beam.



VIEW OF VENUS was given Howard Menger of High Bridge, N.J. on a space ride in 1956. While walking in the woods, he was invited aboard a saucer by long-haired people wearing luminous belt buckles. When he moved to a porthole for a look at Venus, the spacemen, anticipating his wish, showed him the planet on a TV-like screen. He saw an idyllic scene of winding streams and domed houses with beautiful people strolling about. Since then spacemen have visited him often, once even stayed for meal of ham and eggs.



A few dollars a week look so small next to a boy

You can't really measure the worth of your youngsters in dollars and cents. But you can figure up all that's involved in securing the full life you want for them.

It means more than providing food and clothing. More even than enough money for your house and your car, vacations and those pleasant "extras." It means making sure they can enjoy all these good things *for good*.

And since both your pay check and your way of life could stop if something happened to you, your Travelers agent is an important friend.

He'll help you plan the right life insurance. Enough to keep your family going—to see your children through college—if you should die. Enough to provide cash for emergencies.

What's more, your Travelers man can help you hurdle *all kinds* of obstacles with a *balanced* insurance plan. The program you work out together can help protect your pay check against a fire in your house, the crippling financial blow of an automobile accident, the drain of sickness and hospital bills.

In short, you and your whole family can enjoy

today more fully—and enjoy it without changing the life you know. All you really give up is a pack of worries about tomorrow. Many young families are making a good start on a balanced Travelers program for less than \$10 a week.

Your Travelers man calls this kind of worry-free living American Family Independence. And because The Travelers offers all kinds of insurance, he can help you map out the best program for *your* American Family Independence.

Why not let your Travelers agent or broker show you how—right away.

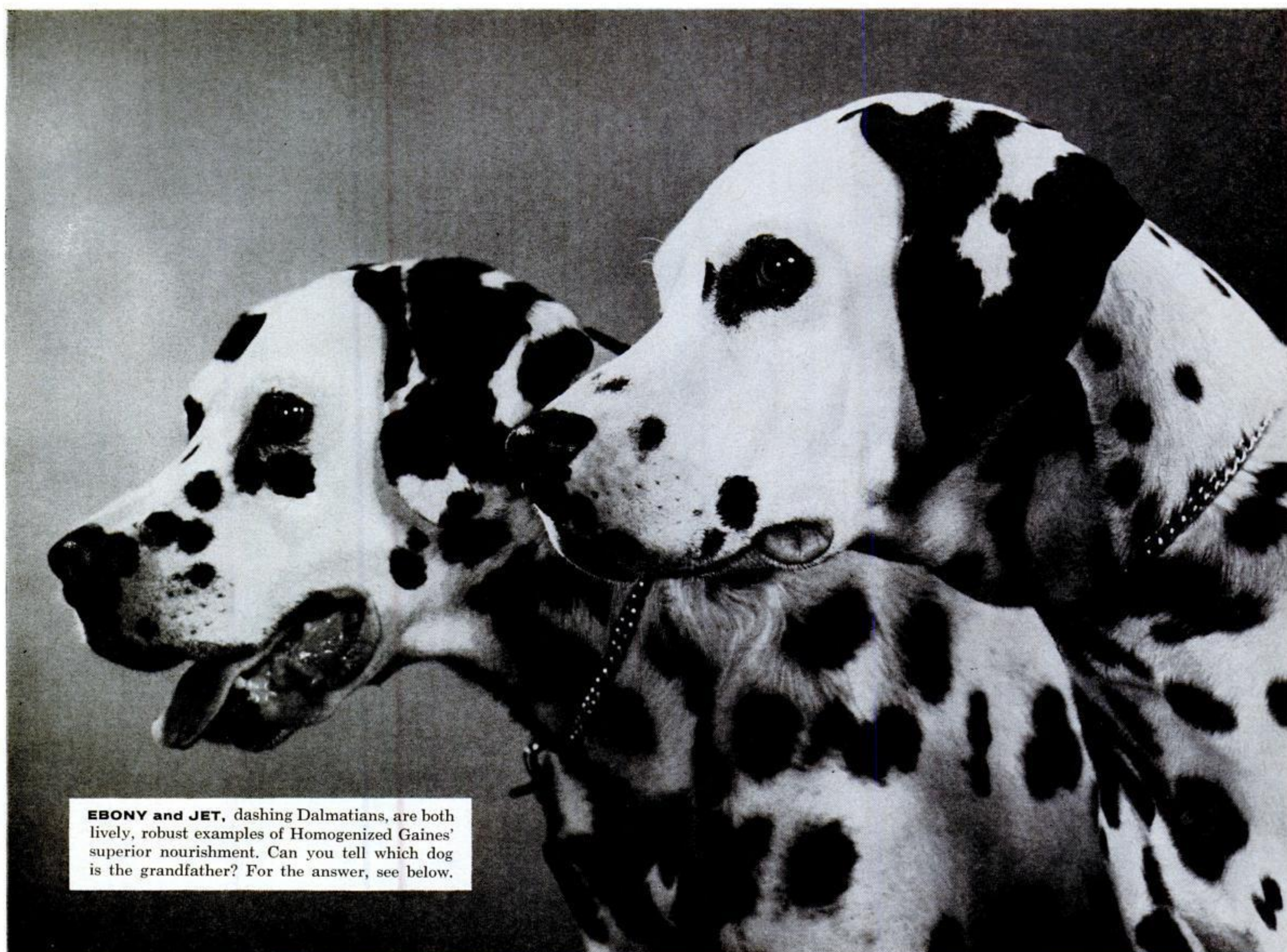


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Which dog is the grandfather?



EBONY and JET, dashing Dalmatians, are both lively, robust examples of Homogenized Gaines' superior nourishment. Can you tell which dog is the grandfather? For the answer, see below.

These Gaines-fed Dalmatians are living proof that Homogenized Gaines Meal can help your dog enjoy **A LONGER PRIME OF LIFE!**

Eyes bright, spirits high, energy bounding—what a wonderful difference Gaines can make in your dog, young or old! It's extra-rich in real meat flavor—plus vitamins, minerals and every other food essential science knows your dog needs. In fact, pound for pound, Gaines contains more life-giving protein than any other type of dog food—even more than U. S. Prime Beef!

Gaines is *homogenized* to guarantee complete

nourishment at every feeding. Quite a difference from flake-and-powder mixtures that cause nourishment to vary from day to day. So help *your* dog enjoy *a longer prime of life* . . . get Homogenized Gaines Meal today!

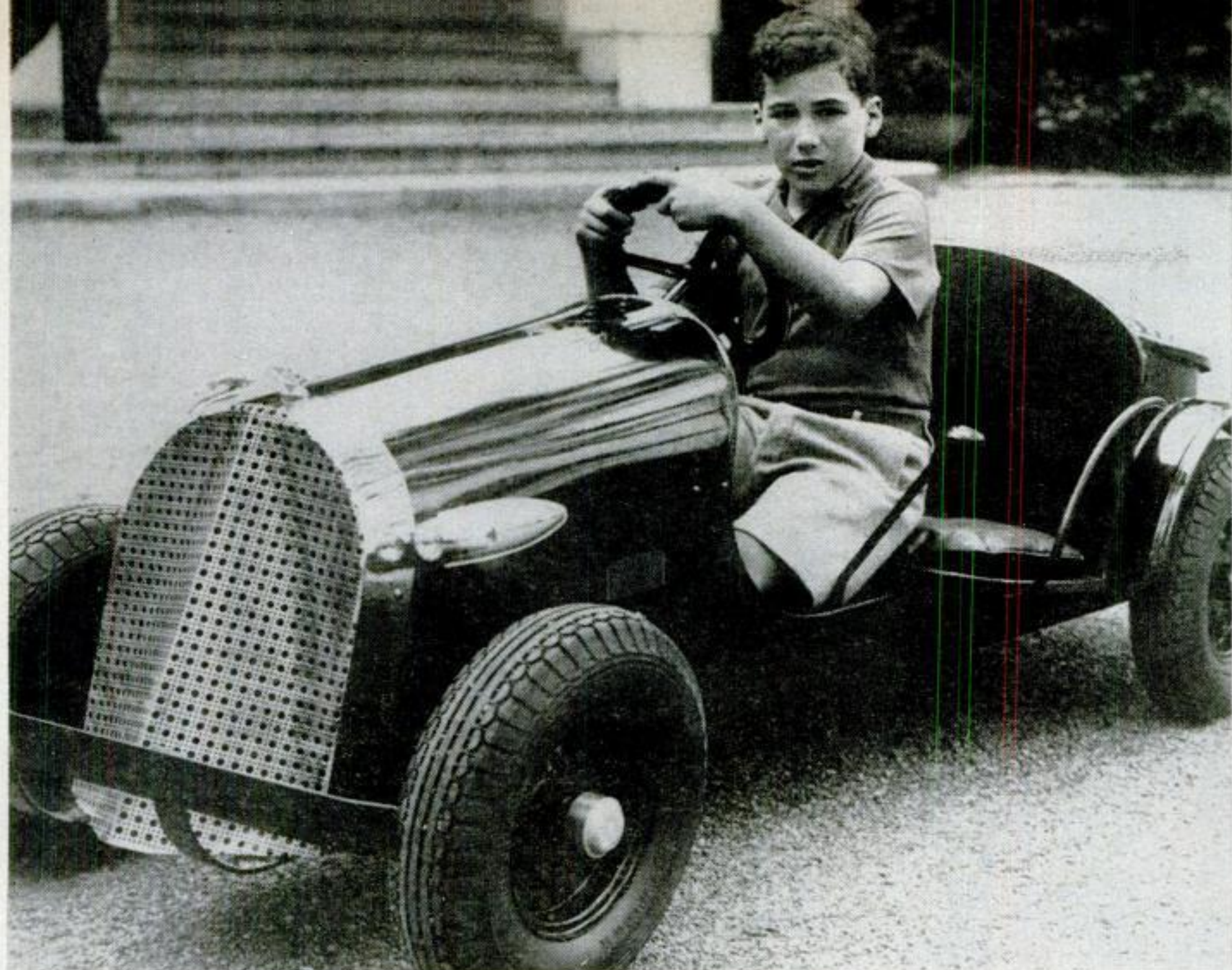
Know which dog is the grandfather? It's 8-year-old *Ebony* (left), every bit as quick and alert as grandson *Jet* (right). Miss Evelyn S. Nelson, of Montville, N. J., feeds both dogs nutritious Homogenized Gaines Meal.



nourishes every inch of your dog

For an 8" x 10" print of this fine photograph, send name and address plus drawing of running dog from front of any Gaines Meal package or bag to Dog, Dept. 70, Box 103, Kankakee, Ill.

A Product of General Foods



CAREER AS DRIVER started early for De Portago, who at 8 tries out his new motor-driven model car at the family villa in Biarritz. He got his first electrically



run car at 5. As pro driver De Portago appeared in *LIFE* last year taping his fingers to prevent blisters before the start of the 1956 Sebring endurance race.

DEATH FINALLY TAKES A MAN WHO COURTED IT

Alfonso de Portago always had a reckless urge to compete against high odds. The 17th marquis in an aristocratic lineage that has included some of Spain's greatest adventurers, he eagerly sampled all the hazardous sports. When he had drained the excitement from boxing, steeplechase riding and flying, he turned to bobsledding and driving racing cars.

"I like to put my lack of fear to greatest use," he once said. "That's why I chose car racing." He set a bold goal for himself—the world's driving title by 1959. As he confidently speeded toward it, his international

reputation as a driver and sportsman grew, and so did his appeal as a hero. Women were attracted by his appearance and his flippant disregard for dangers. "I will not die of an accident," he told *LIFE* (April 9, 1956). "I will die of old age or be executed in a gross miscarriage of justice."

Last week in Italy's cross-country Mille Miglia race the 28-year-old marquis again was the center of attention as he embraced Actress Linda Christian during a hurried stop (*below*). Then he raced off to a fate he had so long courted but believed would not overtake him (*next page*).

IN ROME, HALFWAY POINT OF THE RACE, DE PORTAGO WAITS MOMENTARILY BEFORE STARTING UP TO ACCEPT AN ADMIRING KISS FROM LINDA CHRISTIAN



CONTINUED



WAVING GOODBY, Linda Christian watches De Portago leave the Rome checkpoint and head north.



ARRIVING AT MILAN, where she had flown to meet De Portago, Linda asks reporter news of race.



HEARING THE NEWS, Linda listens as reporter begins to tell her that De Portago's car had crashed.



← SPEEDING AT TURN, De Portago and friend Gurney Nelson race by crowd behind shielding bales.



END OF RACE—and of life—for De Portago and Nelson is a ditch where hurtling Ferrari landed.

CONTINUED

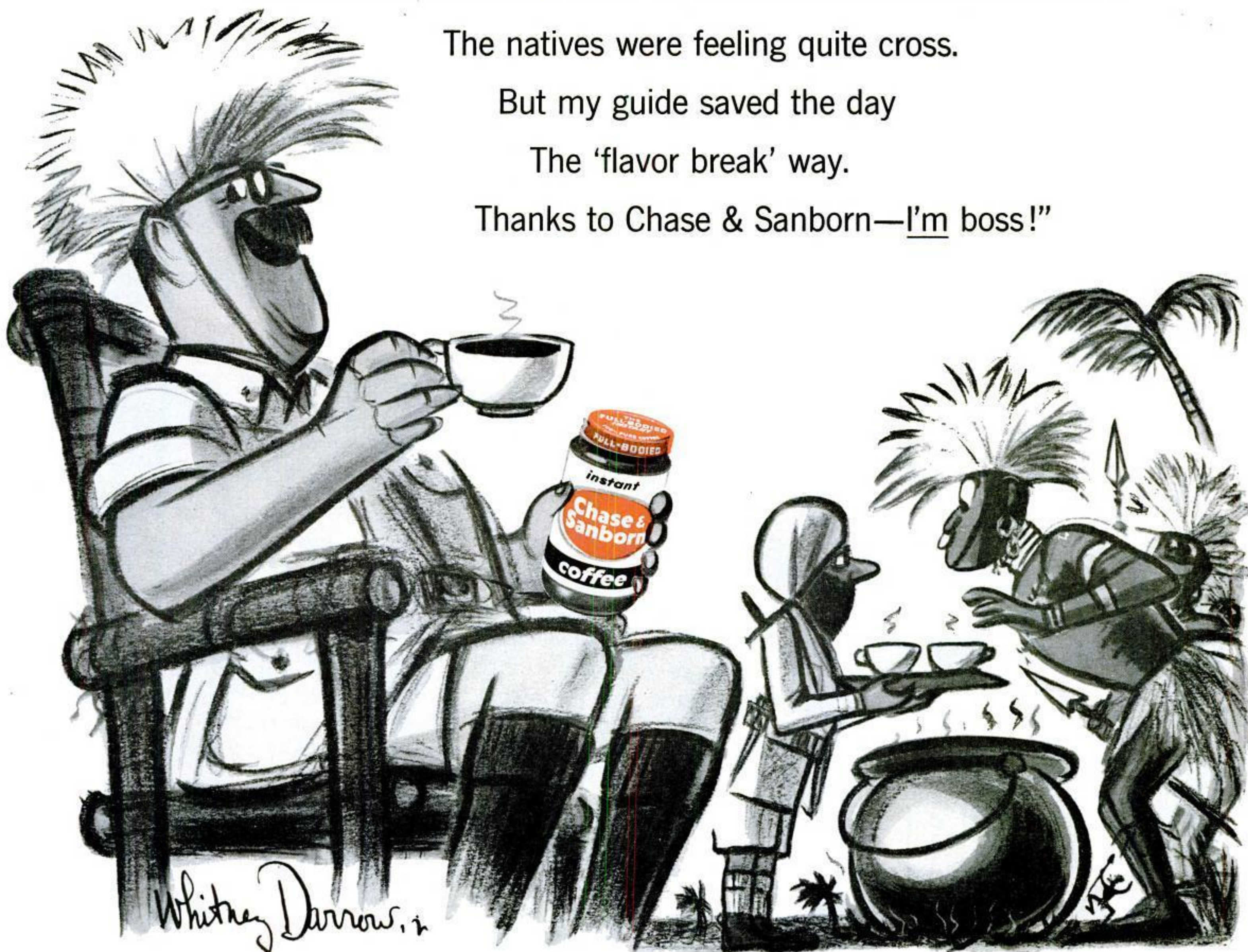
"I FEARED I WOULD BE THE MAIN COURSE—

The natives were feeling quite cross.

But my guide saved the day

The 'flavor break' way.

Thanks to Chase & Sanborn—I'm boss!"



Next time give yourself a... **FLAVOR BREAK**



A cup of coffee should be a mood . . . a pleasant interlude . . . a perfect companion to meals and in-between moments. And when it's Instant Chase & Sanborn, it's all of those—and more! It's a real *Flavor Break*!

That's because this is the full-bodied coffee. Wonderfully invigorating. Exceptionally satisfying!

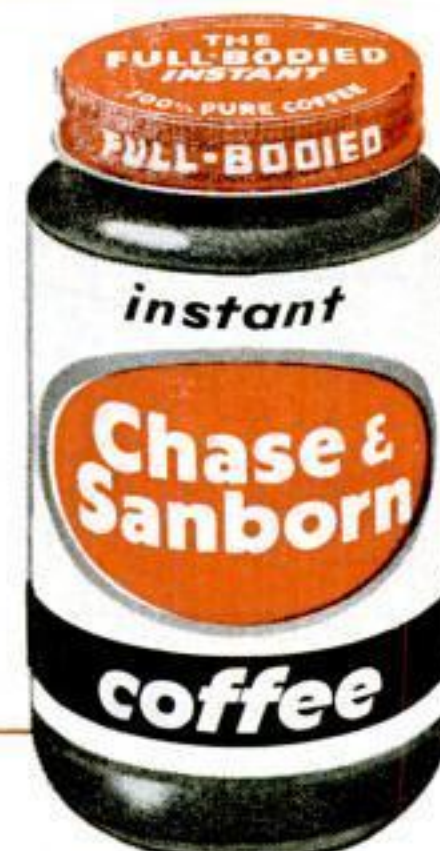
Next time, don't settle for just a coffee break. Give yourself a Flavor Break with Instant Chase & Sanborn. From first sip to second cup... you've never tasted finer!

Pleases even the hard to please!



"I TRIED AN EXPERIMENT," says Mrs. Frank Schaffer, Greenwich, Conn.

"I've got a reputation for serving good coffee. So when my friends dropped over, I tried New Instant Chase & Sanborn on them. You've got three new customers now."



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INSTANT CHASE & SANBORN —the full-bodied coffee

ADVENTURES of COL and GATE

BREAKIN' A BRONC IS
REAL CHILD'S PLAY—
COMPARED TO SHAVIN'
MY FACE EACH DAY!



TO TELL THAT BRISTLY
BEARD 'GOODBYE'—
A **COLGATE SHAVE** IS
THE THING TO TRY!



WHY, IT SHAVES ME CLEAN
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AND A **COLGATE SHAVE**
WILL LAST AND LAST!



COLGATE SHAVE CREAMS

For that Clean-Cut
Colgate Look!

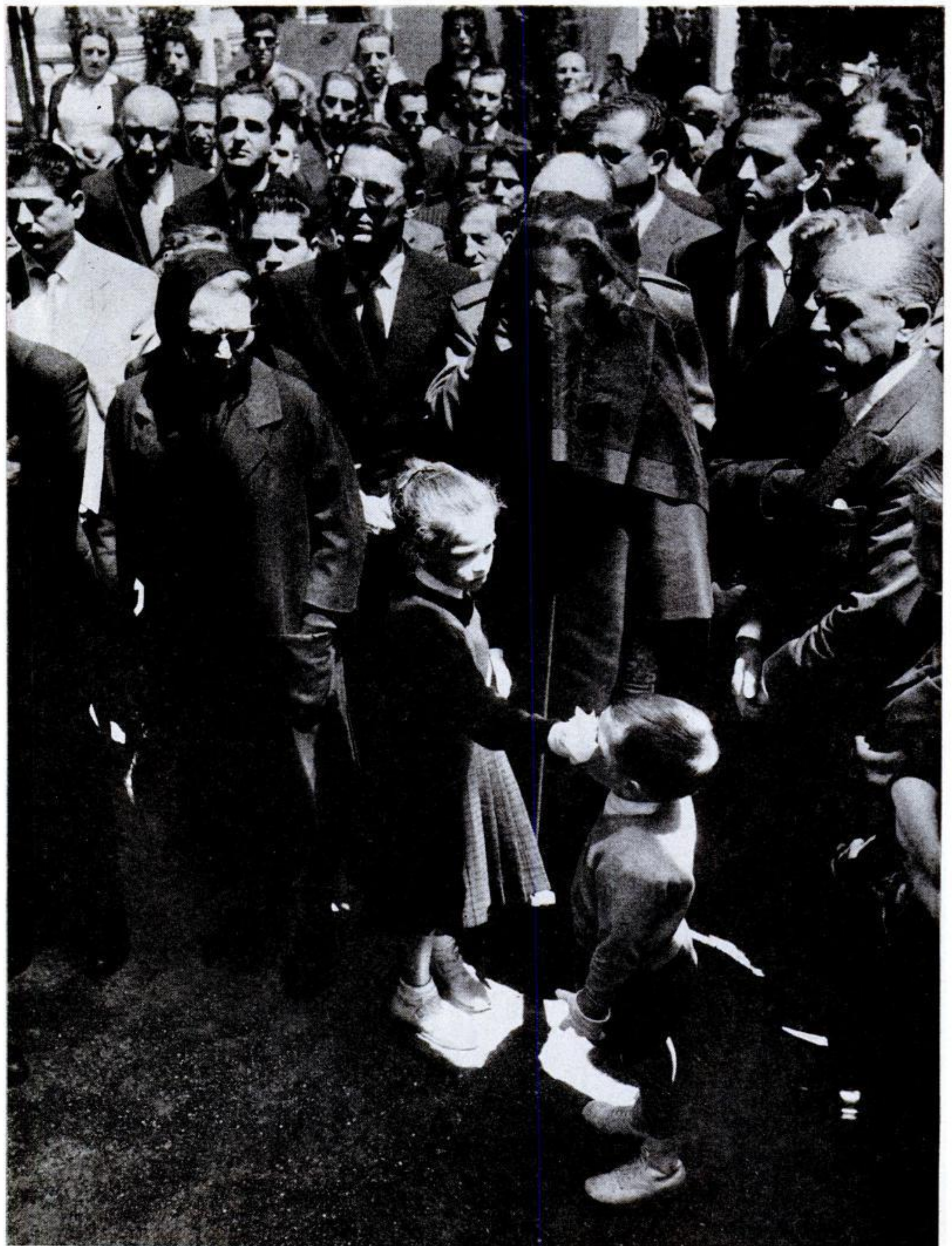


TRY COLGATE LOTION, TOO!



OTHER VICTIMS of crash, which killed four adults and five children among spectators, lie along straight roadway

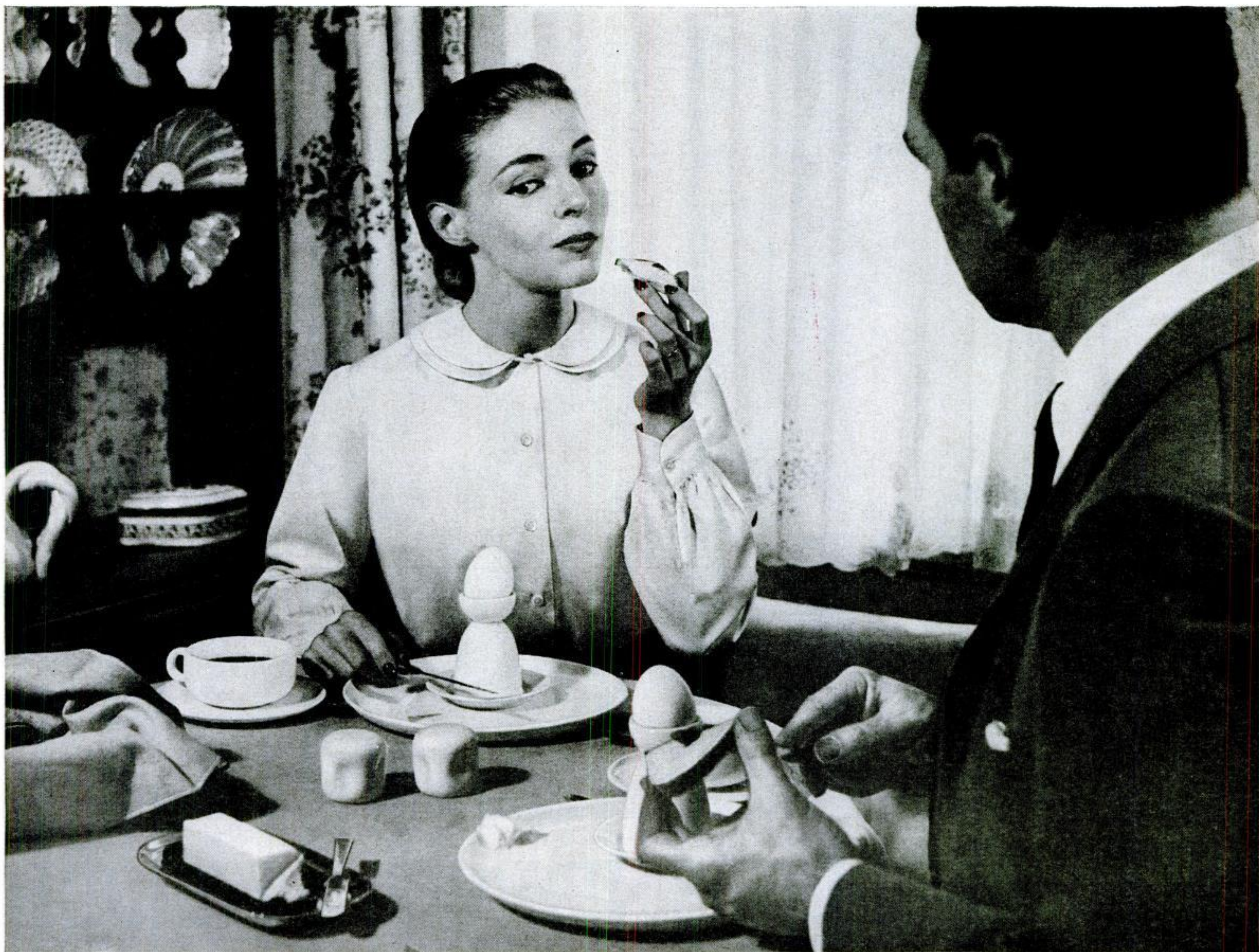
near Mantua. A blown tire was blamed for sending the car veering out of control at speed of about 150 mph.



BURIAL SERVICE in Madrid is attended by De Portago's estranged American-born wife, Carol (in veil) and their

children. In foreground daughter Andrea, 6, wipes a speck from the eye of Antonio, 3, in line as the next marquis.

Really new taste discovery!



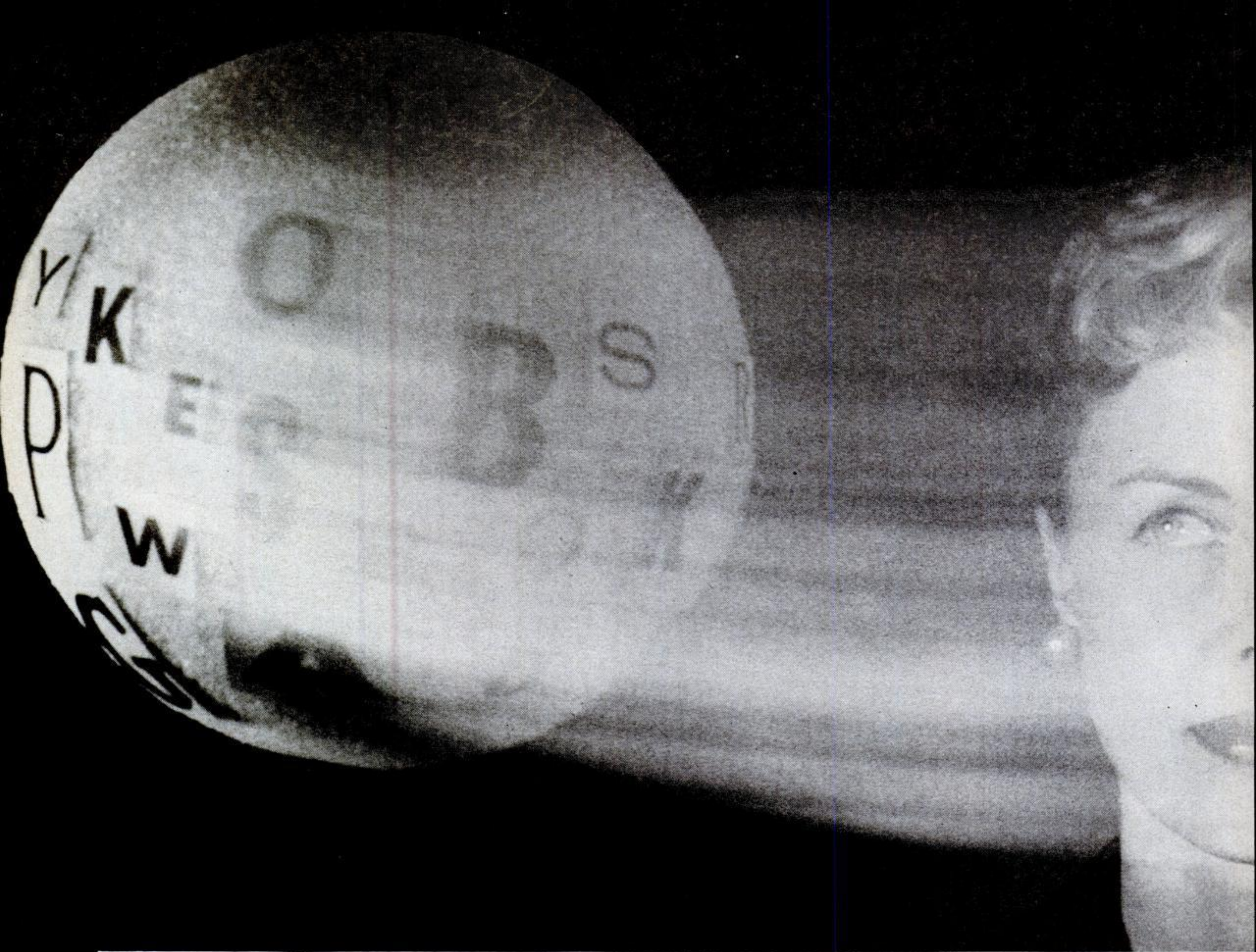
IMPERIAL—REG. U. S. PAT. OFF.

imperial has real natural taste!

The instant you taste it, you *know*. Imperial has *real natural taste*. And natural aroma, too. On toast or muffins, melting over hot vegetables—any way you use it, Lever Brothers Company guarantees *complete* satisfaction (or your purchase price refunded). Imperial costs a little more, but adds so *much* more to your enjoyment of good food. Serve Imperial—always in good taste.

P.S. To keep it fresh, always keep it refrigerated.





THE UNENDING SEARCH

Everybody wants it, almost nobody has it, and despite a host of modern

If ever there was a medical misnomer it is "normal vision." "Normal vision" is absolutely abnormal, a state of theoretical perfection so rare that it is enjoyed by fewer than 2% of all adults. And even this 2% can be sure of losing it as they grow older. All other people see the world in various degrees of fuzziness and distortion, a situation to which many of them have become so accustomed that anything else would seem intolerable. As a result, many eye doctors, in prescribing glasses, avoid giving patients "normal vision" for fear of the unsettling effect it might have.

This odd circumstance does not keep people from trying to improve their eyesight. It is an axiom among eye doctors that sooner or later everyone needs glasses. In the U.S. alone, some 75 million people wear these visual crutches and spend \$300 million on them every year.

As early as the 13th Century it was decided that optical glass lenses were the best means of correcting the minor defects of ordinary vision. During the next 700 years nothing happened to change this basic medical belief. The only widely accepted improvements have been purely technical ones: more accurate ways of measuring eye deficiencies, better methods for grinding finer lenses and, recently, contact lenses, which fit directly over the eyeball.

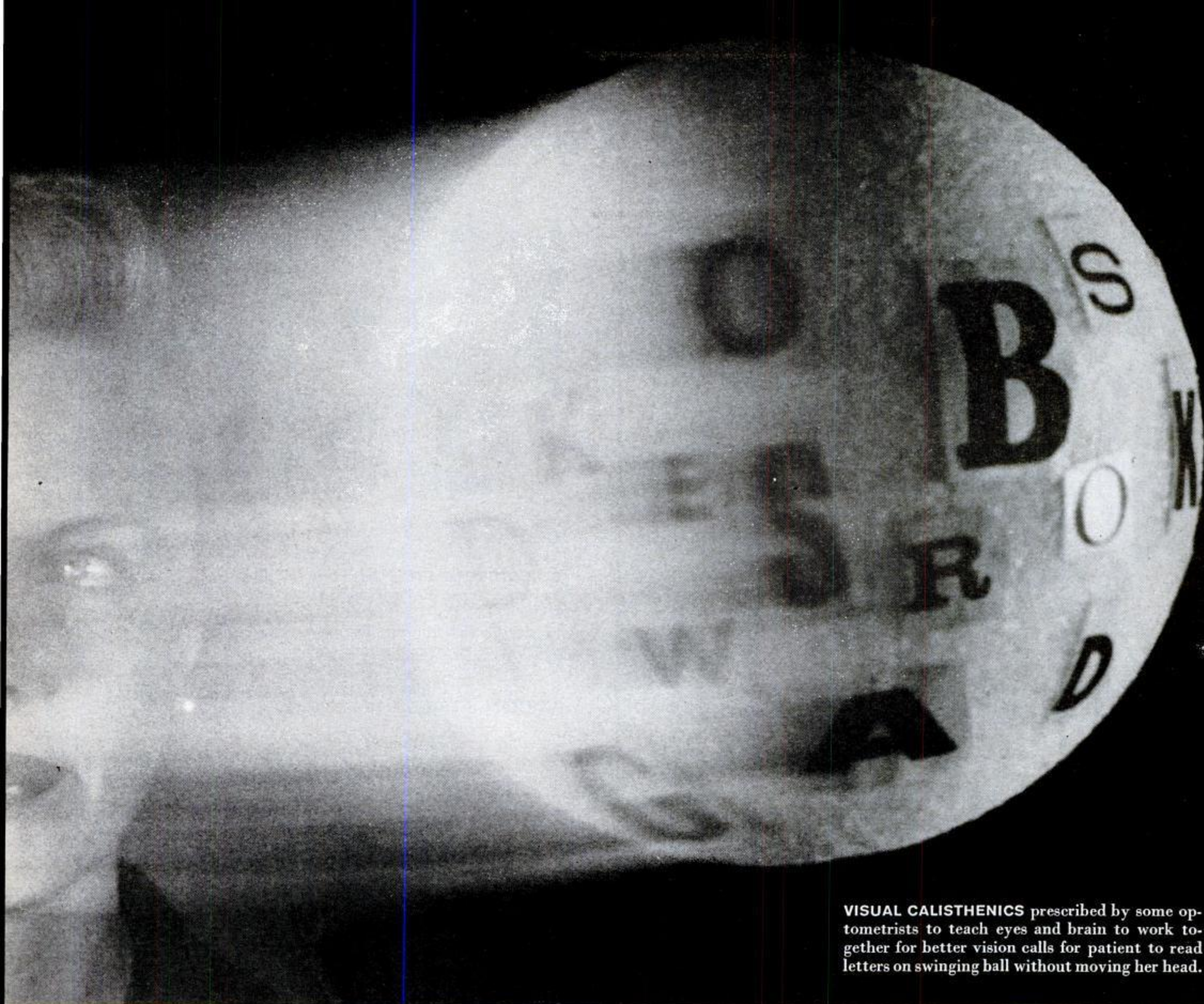
Most of the nontechnical departures from the eyeglass tradition have been proposed by eccentrics or other personalities who had little

stature and less acceptance among recognized medical authorities. The most recent such assault on eyeglasses has been launched by advocates of "visual training." This is a radical theory of exercising the visual skills (*see picture above*) which most medically trained eye specialists, or ophthalmologists, deplore but which is finding increasing acceptance among optometrists, the nonmedical practitioners who test eyesight and prescribe accordingly.

The following article deals not with diseases of the eye but with ordinary, imperfect vision—the kind that 98% of all people have. Anyone with poor eyesight, which means almost everybody, should understand how the eye works and how its shortcomings can best be corrected.

Understanding the process of vision is no simple matter. The human visual system is an amazingly complicated, self-focusing, twin-barreled camera designed to provide instantaneously developed movies in natural color and 3-D. This is accomplished by two fixed lenses, two adjustable lenses, two film plates no larger than teaspoons, and an immensely complicated series of nerve relays which provide a mental image of whatever is being looked at.

The front of the eye, a curved layer of transparent protein called the cornea, is a powerful fixed lens comparable to that in a box camera. In the act of seeing an object, the cornea refracts, or bends,



VISUAL CALISTHENICS prescribed by some optometrists to teach eyes and brain to work together for better vision calls for patient to read letters on swinging ball without moving her head.

FOR 'NORMAL' VISION

treatments the only sure way to get it is 700 years old by RICHARD CARTER

the incoming light rays, condensing the image and directing it through the pupil. The colored area around the pupil is the iris, which contains small muscles that enlarge the pupil in dim light and contract it in bright light.

Directly after passing through the pupil, the light rays are dealt with by a remarkable apparatus called the crystalline lens. Through automatic adjustments known as "accommodation," this lens changes thickness and curvature to focus the image on the back of the eye, the retina. There the focused light rays activate six million nerve endings responsive to color, brightness and detail and 120 million other nerve endings sensitive to motion and dim light. These serve as the eye's photographic film.

The world turned upside-down

FOR centuries students have known, from the laws of optics and the eye's anatomy, that the light rays form an upside-down image on the retina. If the image is upside down, how do we contrive to see right-side-up? The answer is vital to any understanding of human vision, because it introduces the role of the brain. Between the instant of focus on the retina and the instant of mental perception, there is tremendous activity in the nerves and brain. Nerve cells, responding

to the light rays, send coded electrical impulses along the optic nerve to the brain, which busily registers, classifies and interprets the impulses, provides the mental image and, if necessary, invokes memory, physical action and other facilities. The brain does not actually "look at" the upside-down picture. It receives and correctly interprets telegraphic messages from it.

The key to defective vision lies in the fact that the picture image, after being focused by the crystalline lens, does not always land squarely on the retina and thus is not always relayed clearly to the brain. Depending on where the image normally falls in relation to the retina, the viewer is an emmetrope, a myope, a hyperope or a presbyope. The only one of these to be envied is the emmetrope.

Emmetropia, or perfect vision, exists only when the crystalline lens throws the image exactly on the retina. This happens if the length of the eyeball, from the crystalline lens to the retina, is matched precisely by the light-bending power of the lens and cornea. The light rays emanating from an object radiate outward in all directions. To the human eye, looking at the object from a distance greater than 20 feet or so, the angle separating these diverging rays is so small that the rays are, for all practical purposes, parallel. At distances within about 20 feet, however, the rays no longer reach the eye in apparently parallel lines. To the eye they are now sharply divergent. When

CONTINUED

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I don't want to be a Tycoon



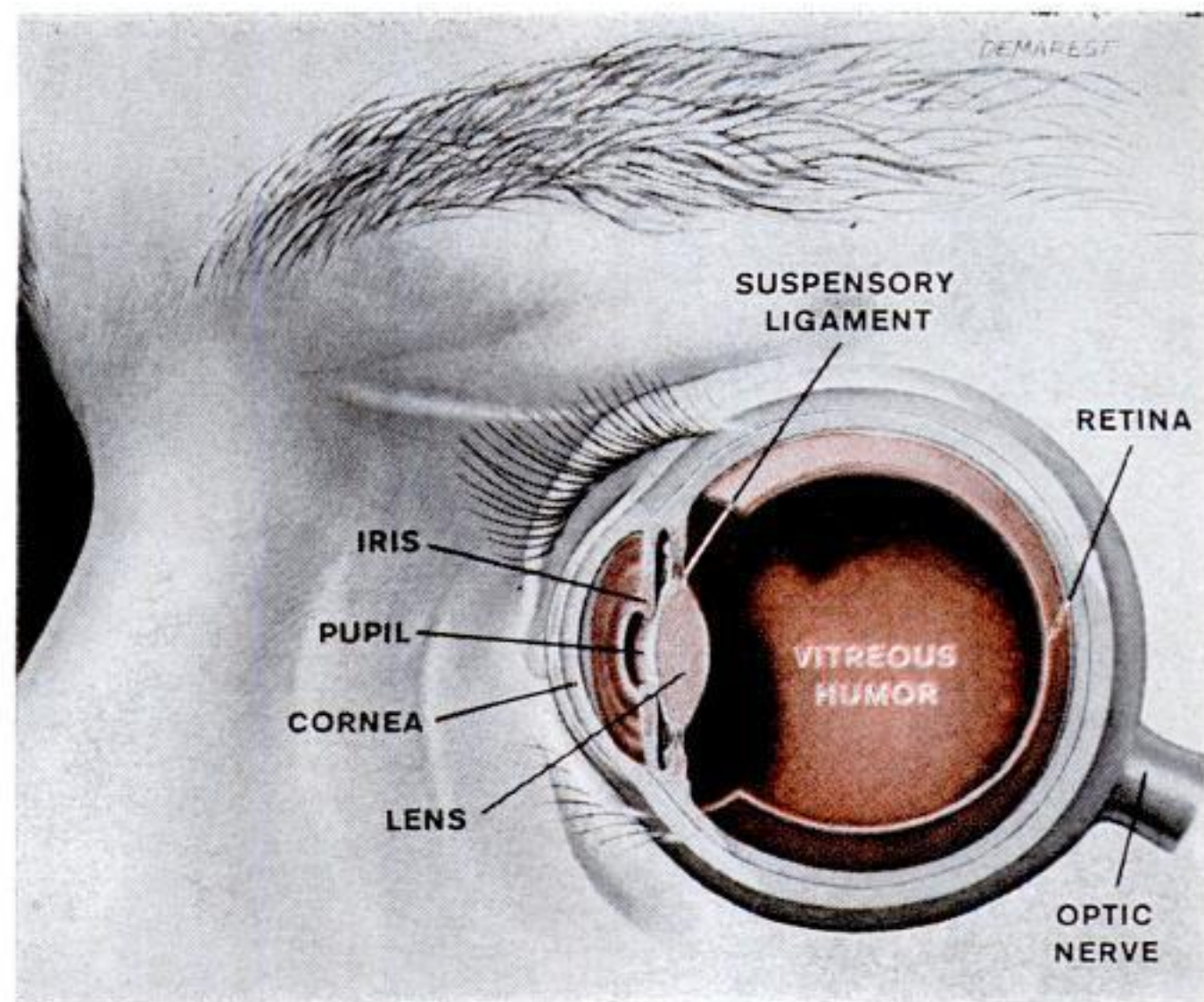
...I just want to feel like one!

You can, with KINGS MEN After Shave Lotion.
KINGS MEN is far more soothing... cooler, more refreshing.
Makes you feel great. Since a bottle lasts so long, why
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STRUCTURE OF EYE is like camera's. Light rays entering eye are condensed by cornea to pass through pupil, an aperture whose size is adjusted by surrounding iris. Lens (supported by suspensory ligament) focuses these rays on retina, which functions like a photographic film. Optic nerve then transmits picture to brain. Vitreous humor is a jelly which fills interior of eye.

VISION CONTINUED

an emmetrope looks at something 20 or more feet away, the parallel rays focus perfectly on the retina without the focusing muscle of the lens having to do any work at all. At shorter ranges the lens does have to condense the divergent light rays, but the emmetrope's focusing muscle needs to exert only a fraction of its full power to do the trick.

Doctors admit that even among emmetropes there are some people who have supersight, but no one has been able to explain why. A baseball player like Ted Williams is almost unique in being able to follow a pitched ball from the time it leaves the pitcher's hand right up to the instant before it actually hits his bat. Doctors are inclined to think that Williams' special ability is largely a matter of superior training, judgment and mental reflexes, but the ability is not shared by other emmetropes, a few of whom presumably also play baseball.

In all eyes that are not emmetropic the retina is either too far away from the crystalline lens, causing nearsightedness, or too close to it, causing farsightedness. In some cases the lens is unable to make the adjustment necessary to focus the image properly. The result is a blur. In other cases the lens does manage to make the adjustment, but only with great strain on the focusing muscle and other muscles. The result is fatigue and pain.

The nearsighted are known as myopes. Because the myope's retina is too far away from the lens, the parallel light rays from distant objects come to a focus inside the eye before they can reach the retina. The myope therefore cannot see clearly into the distance. He may, however, see close objects with perfect clarity because here the lens is dealing with divergent light rays instead of parallel ones. Divergent rays travel farther past the lens before coming to a focus than parallel rays do and therefore strike the retinas of myopic eyes properly.

It is possible that there are now more myopes per thousand people than there were during the Stone Age. Dr. Arthur Linksz, of Manhattan Eye, Ear and Throat Hospital, New York, author of the text *Physiology of the Eye*, says, "In prehistoric times, it must have been difficult for myopes to survive. Other eyes were better able to find food and recognize the approach of enemies. Before all the myopes could be wiped out by natural selection, civilization arose and rescued them. Nowadays they wear spectacles, live safely and happily and breed myopic children."

Because myopia can be counted on to affect sharpness of vision, most people tend to think of it when they think of bad eyesight. Actually farsightedness, or hyperopia, is far more common. Seven out of 10 Americans are hyperopes, but the condition tends to be less severe than myopia and a great many hyperopes do not even realize that they see less easily or less well than they ought to.

The hyperopic eyeball is too short for its own good. Consequently parallel rays of light from distant objects strike the retina before they are properly focused. To correct this the farsighted

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DETROIT AUTOMOBILE CIRCLES are buzzing about the buying surge to the new "Swept-Wing" Dodge. Car is 4½ feet low on a big 122" wheelbase, powered by unique aircraft-type engine rated up to 310 hp. Autodynamic advances include revolutionary suspension system (Torsion-Aire) which virtually eliminates road-sway and brake-dip, isolates vibration. Driver controls all speed

ranges of new transmission by push button. Lowest-priced model of Dodge line is selling in Detroit for \$2165, including taxes. Others up to \$3600. Dodge president, M. C. (Matt) Patterson, sums up spectacular sales this way: "Every 45 seconds somebody 'joins the swing to Swept-Wing' and buys a new Dodge." The new car is currently on display at local Dodge dealers.

This is an advertisement by Dodge

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Appreciates the Finest



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Therm-A-Jugs

Finest because they have SUPER-DUREX sanitary unbreakable liners, and more efficient moisture-resistant, mildew-proof FIBERGLAS insulation. Gleaming stainless steel or oven-baked enamel in beautiful colors.



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Finest because it keeps cubes frozen harder and longer. Holds four full trays of ice cubes! Unbreakable, with lightweight interior liner and FIBERGLAS insulation. Smart and attractive.



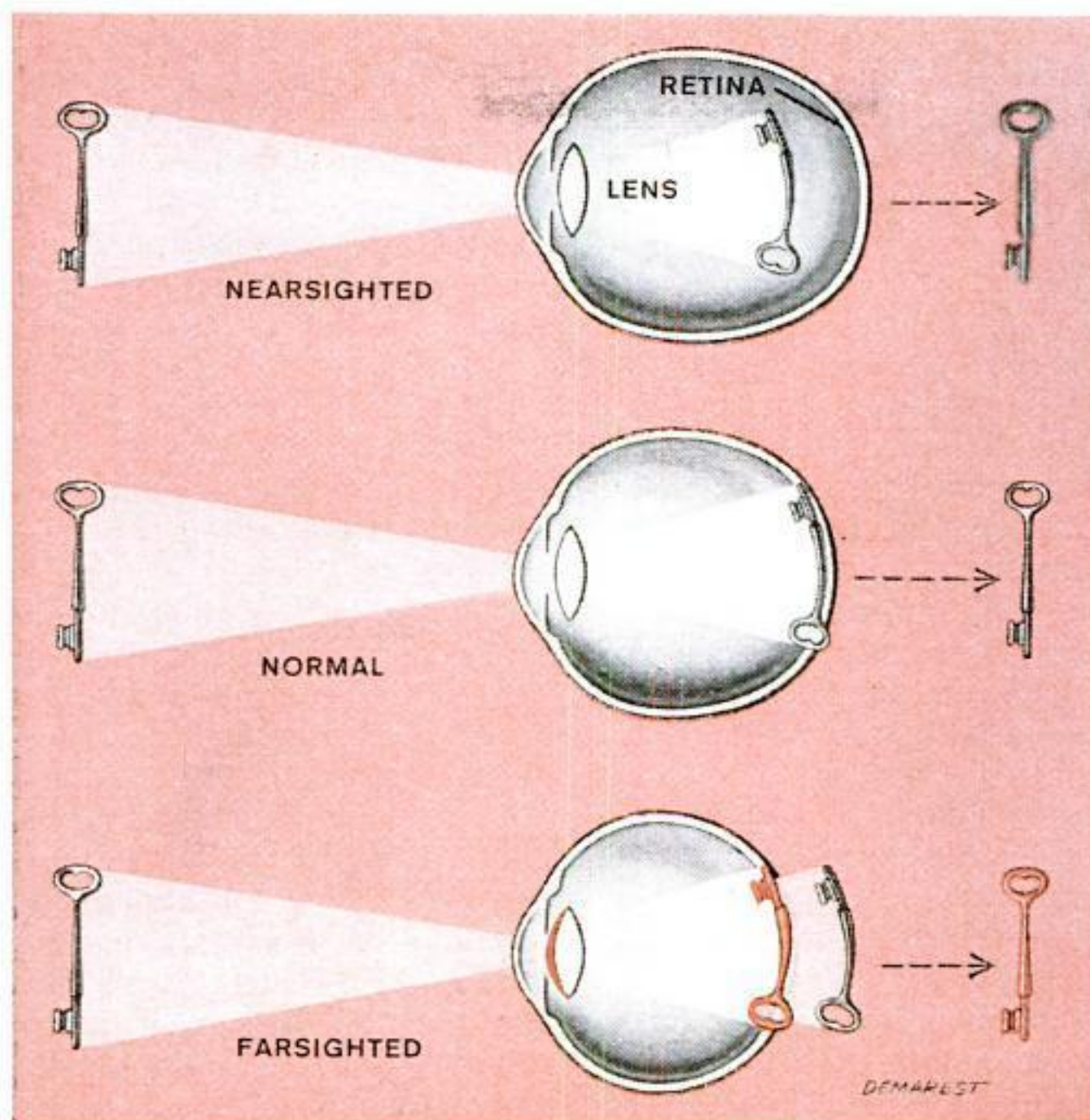
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CLARITY OF VISION depends on placement of the retina, the "screen" at back of eye on which image is cast. Diagram shows how in nearsightedness light rays from key come into focus before reaching the retina, causing a blurred image of key (right). In a normal eye, the rays focus precisely on the retina to give clear image of key. Farsightedness results when the retina is too close to lens and image tends to focus behind retina. But eye muscles can sometimes contract lens into different shape to focus image on retina, as shown. Result is clear picture—at expense, frequently, of strained muscles.

VISION CONTINUED

person must adjust his crystalline lens to bend the light more sharply, focusing the image earlier, and this makes him subject to eyestrain because his focusing muscle gets little rest. The closer the object he is looking at, the harder the muscle has to work. When the hyperope is tired or in poor health, his eyes may ache or burn or itch, his eyelids grow heavy and he may have severe headaches. As the adult hyperope grows older, his condition tends to get worse because the ability of the focusing muscle to adjust the lens diminishes with age. The aging hyperope therefore often has to get new reading glasses every few years.

Whether a person has emmetropia, myopia or hyperopia, at the age of about 45 something new is added: presbyopia, or old sight. This condition affects everyone after the crystalline lens, like other body tissue, loses its resiliency and is no longer able to provide sharp focusing of close images. Presbyopes find that they must either hold the telephone book farther away or get new glasses if they want to read the numbers.

The astigmatic's distorted world


IN ADDITION to everything else the eye has to put up with, there is astigmatism, the irregular curvature of the cornea. Almost everyone has some degree of astigmatism, but in some people it is so pronounced that it blurs and distorts images. Many astigmats are so used to the distortion that they compensate for it with the brain, actually "thinking" that they see things properly. When such people first put on corrective glasses, the world looks malformed until the brain readjusts itself to the visual truth.

For the past 700 years the only established method of treating the foregoing difficulties has been by the use of eyeglasses. For nearsightedness, the lens must be concave—(—)so that entering rays of light will not focus until they reach the retina. For farsightedness and old sight, the lens must be convex—(O)—to bend the light rays so that the image will fall not behind the retina but on it. For astigmatism, special lenses are devised to alter the light rays and compensate for the distortion caused by the irregular cornea.

Hundreds of thousands of people buy their glasses over the store counter, a practice legal in 43 states but universally deplored by eye experts, not only because a store, for instance, is unlikely to furnish exactly the right glasses but also because untrained



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When you're tired or thirsty,
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blend of thirst-quenching
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sparkling good. Pick a pack
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Dr Pepper
frosty, man, frosty!

VISION CONTINUED

salesladies are not likely to recognize serious eye diseases. Aside from the dime store trade, everybody else relies on professional examination and prescription.

The kind of eyeglasses a patient will get and, indeed, whether he will get them at all, depends as much on the philosophy of his eye doctor as on the nature and severity of his case. Obviously any patient who cannot see across the room without them is going to be given glasses. But if the patient's trouble is less dramatic, prescriptions will vary.

Many physicians and optometrists think that every patient should be helped to see with maximum clarity and they prescribe accordingly. Other M.D.s and a growing number of optometrists have reservations about that. They know that strong spectacles can make the world look too big or too small to a person unaccustomed to correct vision and, in astigmatism, so unpredictably askew that the wearer has to cling to banisters for fear of falling down the stairs. They give the patient no more eyeglass than seems necessary to meet the demands of normal living.

Depending on whom he goes to, a slightly farsighted student complaining of eyestrain may get relatively strong glasses for use in all close work, or relatively weak glasses for the same use, or weak glasses for use only when his eyes bother him. Some doctors believe that the patient's discomfort can be due to temperament rather than eyestrain. Where that seems true, doctors occasionally prescribe weak glasses, regardless. Like as not, the arrival of the glasses is followed by reduction of the discomfort, a testimony to the adaptability of the human mind.

Any intimation that the mind should be taken into account is loudly welcomed by the enthusiasts of what has come to be called "visual training." The visual trainers are responsible for most of the controversy in optometry today, for they have a concept of eye treatment that is contrary to accepted ophthalmological traditions. They contend that since the images which pass into the eye are interpreted not by the eye but by the brain, a large amount of eye trouble is not eye trouble at all. Instead, the difficulty may be caused by the brain's failure to make the best possible use of the eye. "We treat the patient as a person, not as an eyeball," visual training enthusiasts explain.

The proponents of this theory claim that by putting a patient through a course of "visual training," they can heighten his "visual skills" and enable him to wear weaker glasses than in the past, or possibly none at all.

In the office of Dr. Daniel Woolf, a New York optometrist and a leading exponent of visual training, patients sit at stereoscopic viewers through which they are required to follow pictures that merge, separate and move to and fro, back and forth and around and around. It is not easy. The pictures seen through the viewers drift out of line and even out of sight unless the patient pays close attention and commands his eyes to point in exactly the right direction at all times. Mastery of the drills demands a degree of psychophysical harmony that Woolf and others of his persuasion find lacking in persons with faulty vision.

A lesson from the gourmet

WOOLF says that cultivation of the faculty of vision should not astonish anybody who stops to realize that all human senses are subject to improvement. He points out that the difference between the gourmet and the person indifferent to food lies not in the taste buds but in the gourmet's carefully developed mental ability to discriminate between flavors. And, Woolf adds, the practiced radio operator can hear messages that were inaudible to him when he was a novice.

"Have the radio man's ears improved?" asks Woolf. "No. But his hearing has."

Furthermore, says Woolf, one does not have to study visual training to understand that vision can be improved. Adults with all kinds of eyesight can be taught to improve their powers of perception so as to be able to read more rapidly. Those who take up outdoor living find, after a time, that they have learned to see farther and more distinctly than when they were tenderfeet.

"Some nearsighted people," Woolf declares, "are so accustomed to seeing a blur when they try to look more than 10 or 15 feet away that they stop trying. We teach them to use their eyes. They not only learn to interpret relatively blurred images, but they actually extend the distance at which they can see without blur. Eventually, our tests show a quantitative improvement in their vision and they themselves report a qualitative improvement."

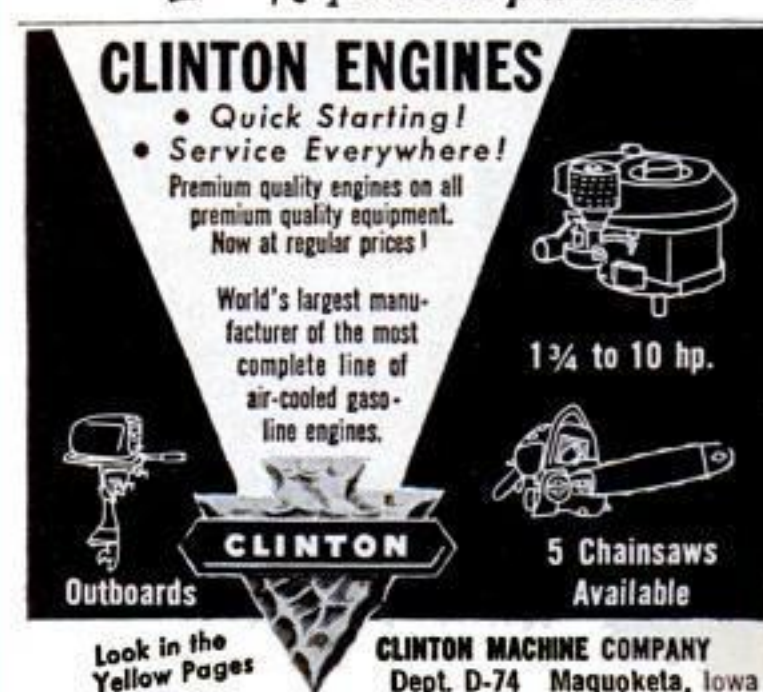
The opinions of Dr. Woolf are shared by some 2,000 U.S. optometrists, all of whom are practicing visual training with their

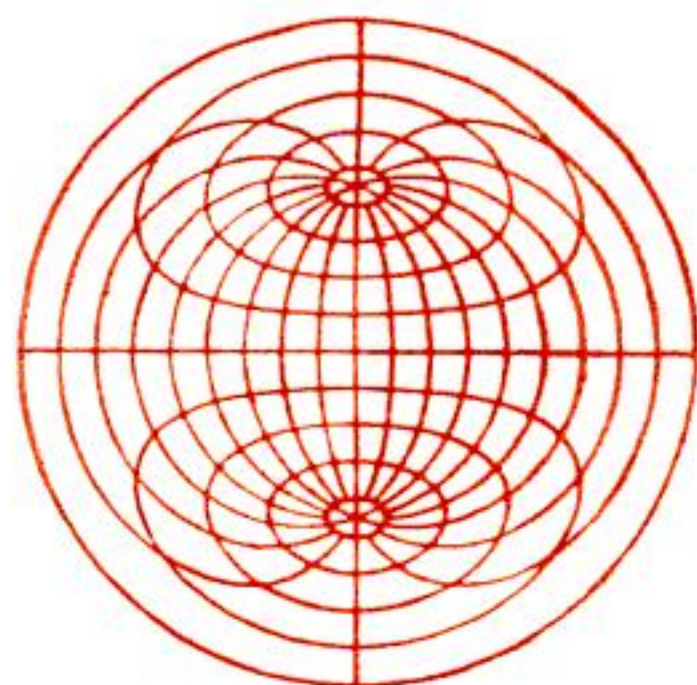
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An announcement to the business communities in the United States and throughout the free world

In San Francisco, California, the International Industrial Development Conference will meet October 14 through October 18 to explore further investment possibilities for private capital in all countries of the free world.

TIME-LIFE International, publishers of the four International Editions of TIME, LIFE International and LIFE EN ESPAÑOL, and Stanford Research Institute are the co-sponsors.

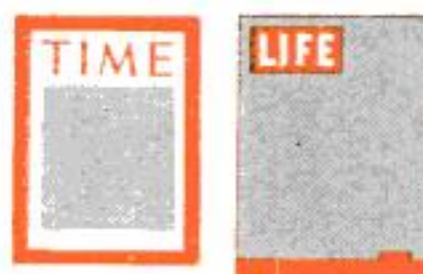
The International Industrial Development Conference is a logical expansion of the Inter-American Investment Conference held in New Orleans in 1955. That Conference was so uniquely successful in fostering cooperation between private businessmen of the Americas that the sponsors have good reason to hope the Conference at San Francisco will have similarly dramatic results in the world as a whole.

The sponsors and organizers of the International Industrial Development Conference intend to provide in San Francisco a forum on equal terms for businessmen from all capital-exporting and capital-seeking countries. As in New Orleans, the Conference in San Francisco is premised on the firm belief that the prosperity and strength of the free world—both within nations and between nations—are chiefly products of the creativeness, initiative and resourcefulness of the individual working through the institutions of private enterprise. No government is or will be involved in the organization of the Conference, although it is endorsed by many important government leaders in the United States and elsewhere.

Invited to the Conference is a limited number of chief executive officers representing the leading industrial companies and financial institutions of the free world, each of them selected for invitation because of his wide international business experience and his record of economic statesmanship.

The International Industrial Development Conference has the wholehearted endorsement of the following organizations now actively cooperating with the sponsors: The International Bank for Reconstruction and Development, the International Finance Corporation, the Organization for European Economic Cooperation, the Federation of British Industries, the Federation of German Industries, the Japanese Federation of Economic Organizations, and numerous others.

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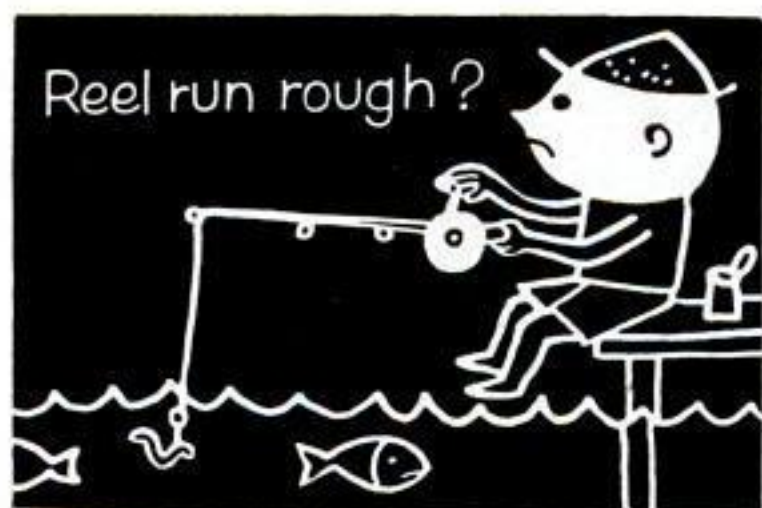
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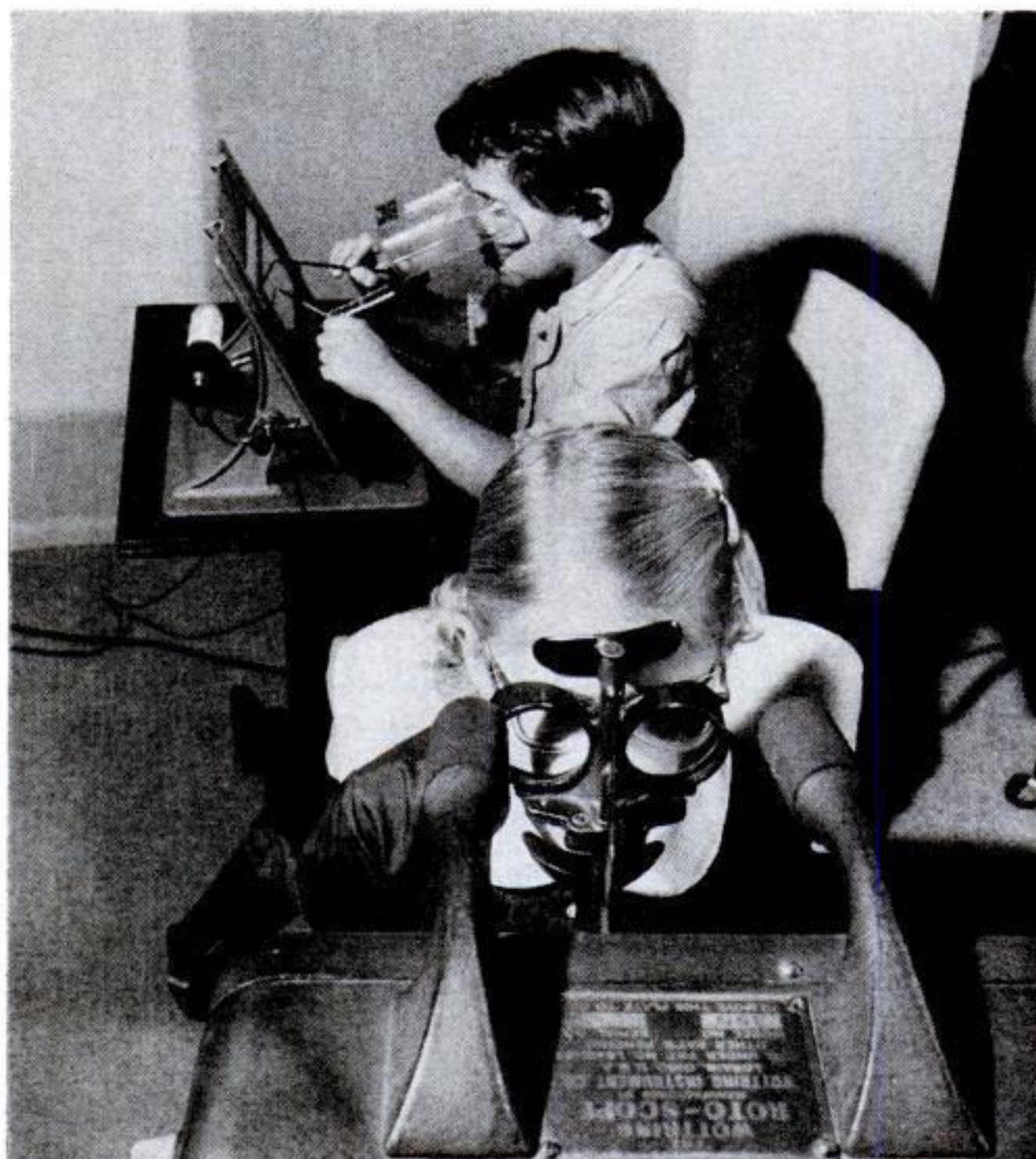
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"VISUAL TRAINING," a controversial method of improving faulty eyesight, requires subjects to cultivate better vision by watching various moving objects through stereoscopic viewers and keeping them in proper focus.

VISION CONTINUED

patients. This is an impressive number of experimenters, but it is still a distinct minority. There are 13,000 other optometrists who either dismiss the visual training theory as nonsense or are still waiting to be convinced. One difficulty, of course, is that many patients have neither the time nor the money to give the treatment a full try.

As for the ophthalmologists, the 3,800 medical specialists with doctors' diplomas from the American Board of Ophthalmology, they are almost solidly opposed to visual training as anything more than a minor assistance in occasional cases. These ophthalmologists have devoted 12 or 13 years to college, medical school, internship and specialized training in eye problems. They have a generally low opinion of the suggestion that blurred vision, the result of the anatomical structure of the eye, can become any less blurred without changing the anatomical structure—or, of course, putting on glasses. A person with bad eyesight might be taught how to perceive a blur and know what it means, but the image itself would still be blurred.

As one ophthalmologist puts it, "People want to believe in something, so they do. But the fact is that there just are no results to prove that the visual trainers are doing anything more than taking glasses off those who never needed them to begin with or taking them off people who don't want to wear glasses and are willing to put up with blurred vision."

Most expert eye doctors are willing to grant that visual training would be a very fine thing if there were any proof that it worked. Thus far there is no proof that medical authorities are willing to accept. One series of tests showed lasting improvement in only 1% of the cases and ophthalmologists feel that an improvement in even 10% of the cases would have been discouragingly low.

Studies reported in 1945 and 1946 by medical researchers at the Wilmer Ophthalmological Institute of Johns Hopkins in Baltimore and at Washington University in St. Louis found that some nearsighted patients did achieve slightly longer range of vision during their training, but almost all quickly relapsed after the exercises were discontinued. Their eyes had the same optical deficiencies as before.

Yet the controversy continues, and there is even some defection in the ranks of the ophthalmologists. One prominent specialist thinks the public might benefit from a thorough re-evaluation of visual training. "It is a plain fact," he says, "that vision is not altogether an objective process. More than optics is involved. For instance, I am an emmetrope. Perfect eyes. My wife is nearsighted.

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
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Lint is trapped here—grit and soap scum, too. Rinse, replace.



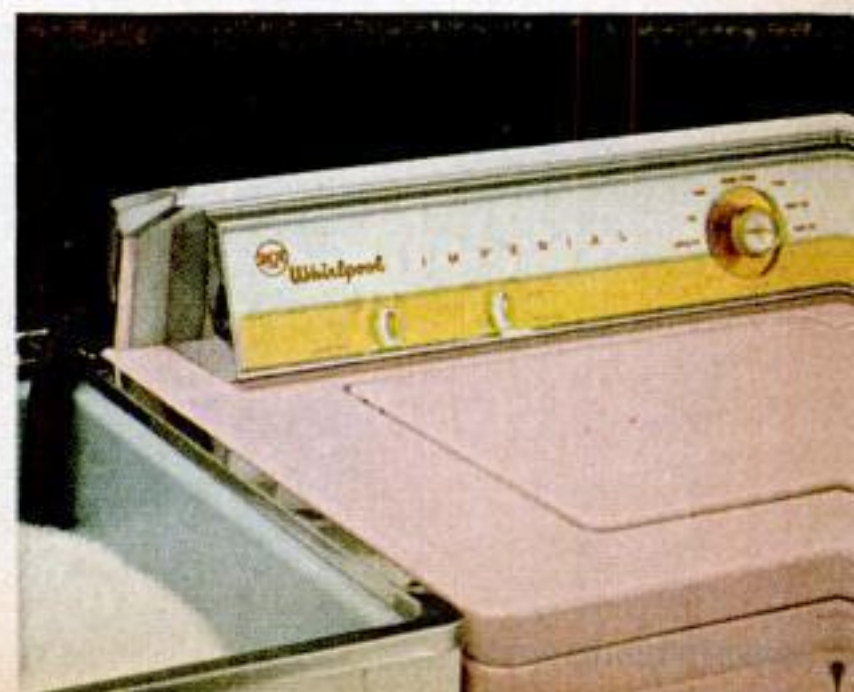
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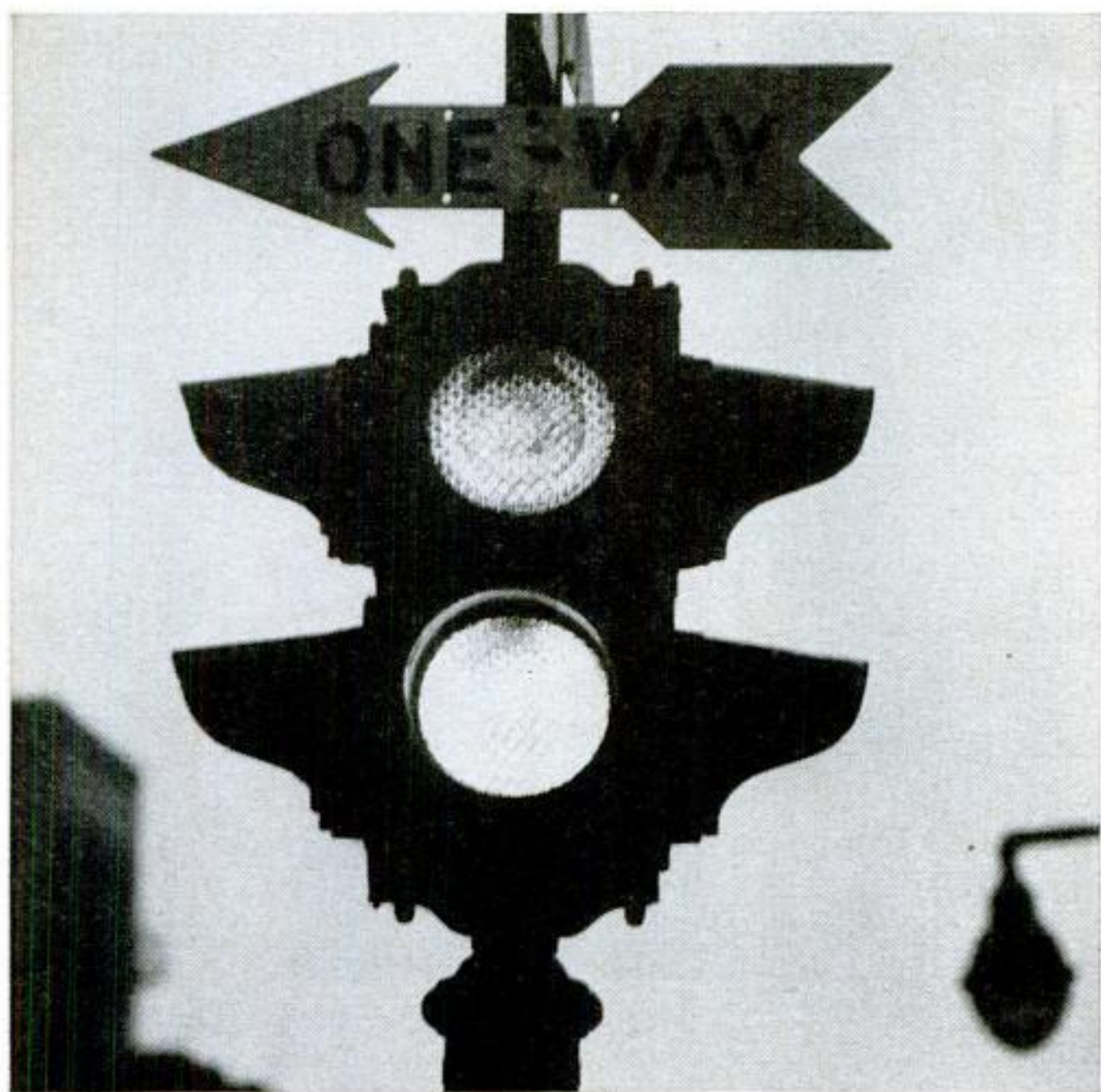
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SHADINGS OF BRIGHTNESS between red traffic light (top) and green, even in black-and-white photo, show how the color-blind may tell them apart.

VISION CONTINUED

But when we are out boating she can spot a buoy before I can. I have the better eyes, but she has the keener perception."

Not all eye education is so controversial as the main claims of the visual trainers. For cross-eyes and other conditions involving imbalance of the muscles that move the eyeball, ophthalmologists frequently prescribe exercises that teach the patient to coordinate one eye with the other. People suffering from color blindness, the inability to distinguish one color from another, can also be helped, though their trouble cannot be corrected, by the proper training. Color-blind motorists in most cities can, for example, learn to differentiate the stop light from the go light by remembering that green light is more luminous than red. Color-blind motorists who operate on the simpler principle that the red light is always the one on top get along fine in most parts of the country but are apt to run into trouble where the lights are set horizontally rather than vertically or in towns where, occasionally, the green light is on top.

Ophthalmologists agree that judgment of depth and distance can be improved vastly by practice. Here, as in other visual abilities, two eyes are better than one. Anyone who loses the sight of one eye must learn all over again how to judge distances.

In some cases even the art of focusing properly must be relearned. Though few people realize it, everyone has a dominant eye which controls the focusing for both eyes; that is, they are "right-eyed" or "left-eyed." A simple test will show whether you are naturally right-eyed or left-eyed. Making a circle of your thumb and forefinger, stretch out your arm full length and look through the circle with both eyes at some small object across the room. Then shut your left eye. If you can still see the object through the circle with your right eye, then your right eye is the dominant one. It does all your focusing for you and the left eye merely follows suit. But if, when you close your left eye, the object you were looking at is no longer visible through the circle, then you are left-eyed. If a "right-eyed" person's right eye starts to fail, he can learn to make his left eye dominant and let it take over the work of focusing.

Reading is another area where training can improve the ability without actually improving vision. As remedial reading courses have proved conclusively, almost everyone's reading speed and comprehension can be increased appreciably, but this will not help anyone throw away his glasses. Good reading habits do not even depend on good vision. Teddy Roosevelt was a lightning reader, able to skim a whole page at a glance and a whole book in an hour or two, remembering everything he read. Yet he was so nearsighted that without his glasses he probably could not have seen a bull moose at 20 paces.

Such eye problems and their treatment are matters of sober scientific inquiry, although specialists may disagree about methods. But disputes about the eye have not always been dignified by methodical inquiry and considered evaluation. In fact, few fields of

CONTINUED

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"PALMING" EYES is technique for resting eyes developed by Bates method enthusiasts. Critics agree rest is beneficial but deny it cures poor vision.

VISION CONTINUED

medicine have ever known the outraged clamor and name-calling engaged in by the eye men when something called the Bates method spread across the country.

Early in this century an ophthalmologist, William Horatio Bates, introduced a series of simple eye exercises and mental drills. They caused a stir that has failed to subside even today, after decades of scientific refutation and 25 years after Bates's death. Bates thought that concentration of the right kind could help everything from nearsightedness to typhoid fever and, by altering the optics of the eye, could enable mankind to jettison its spectacles. His theories were among the most widely unaccepted in the history of medicine. But he never wavered. He swore, among other unsupportable oaths, that the eye focused light by lengthening and contracting under pressure from external muscles. By exercising these muscles, he claimed, he could modify the shape of the eyeball and actually make a nearsighted man farsighted. No amount of contrary evidence had the slightest effect on him.

His zenith was reached during the 1920s and 1930s, an era when there seemed to be a miracle cure for everything. To him eyeglasses were a crime against nature. He used to snatch them from a new patient's nose, place them on an anvil and beam ecstatically as his office nurse pounded them to smithereens with a hammer. He then would explain that the first obstacle to normal vision had just been surmounted.

Eventually he fell into disfavor with the American Medical Association, but he and his disciples continued to attract patronage from the public. One reason for lay interest was that numbers of his patients survived without ocular difficulty after forsaking their glasses and taking his treatments. In medical and optometric circles, these alleged cures were explained on grounds that 1) the patients had not needed the glasses in the first place or 2) they were deranged cultists who had been persuaded to live in a dimly seen world rather than wear glasses.

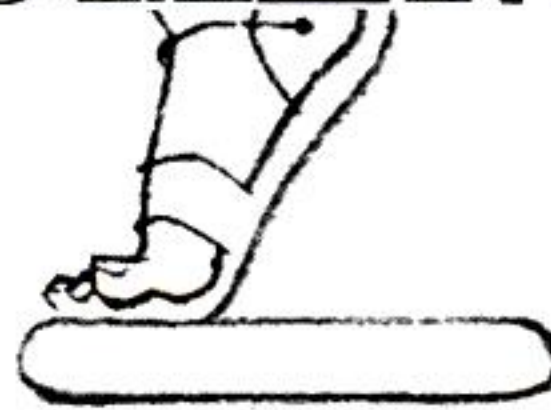
'Girls who wear glasses'

NOWADAYS, of course, glasses are seldom a social impediment. For men, they have been transformed into character-builders which bespeak stability touched, perhaps, with brilliance; among women they have become part of the armamentarium of glamor. Dorothy Parker's famous observation, "Men seldom make passes at girls who wear glasses," is now hopelessly inaccurate. The old "throw away your glasses" theme may have lost some of its bloom, but several of Bates's students continue to carry on.

In New York is an osteopath and optometrist named George Mangold, a Bates man who, besides owning one more diploma than the average Bates man, is conservative about promising miracles. In contemplation of the Bateism which would have the human eye focusing like an old-fashioned camera instead of like a human eye, he says amiably, "I can't prove that and I prefer to avoid it."



'EXEGI MONUMENTUM....'



About 20 B.C. a Roman poet named Horace was considered by all to be pretty fair shakes. He thought so too. Though honored in his time by private patronage and public tribute for his literary output, Horace outstripped even his fans in his personal appraisal of his work. He cockily wrote, "*Exegi monumentum aere perennius*" ("I have built a monument more lasting than bronze"). And so he had. For while his following in 1957 is not quite that of Columnist Ed Sullivan, Horace has managed to hold on to a sizable classroom readership for all these years. And his *Odes* are still read where monuments of bronze have tumbled to decay.

Like Horace, the journalists on the LIFE staff are reporters and recorders of the events and manners of the times. But unlike Horace, the LIFE staff is less avid for enduring fame and less casual toward contemporary acclaim.

Thus the editors are excited and gratified by the flood of plaques and medals and scrolls recently conferred on them in recognition of the special journalistic achievements of LIFE. Some of these awards are listed on this page. However metallic and transitory, they are encouraging and appreciated. Perhaps 2,000 years from now, no one will have ever heard of LIFE. But for the present, LIFE seems to be doing a job of word-and-picture reporting which wins the approval not only of respected critics and judges but of almost six million buyers every week. And that, Horace, is monument enough for us.

ANDREW HEISKELL, *Publisher*

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FOR 'LIFE' SERIES

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Sigma Delta Chi Public Service in Magazine Journalism Award
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FOR 'LIFE' EDITORIALS

'THE AMERICAN MORAL CONSENSUS'

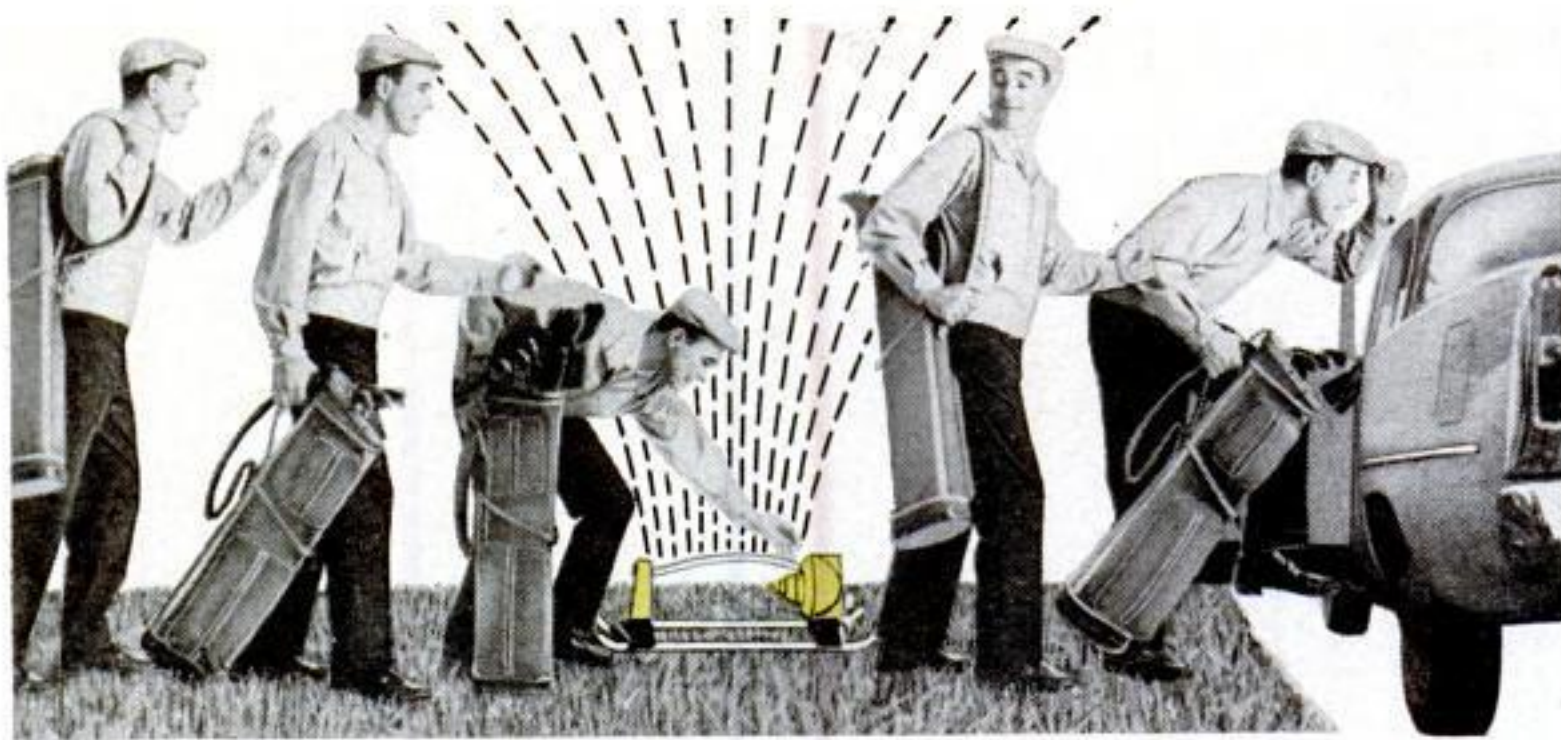
Freedoms Foundation Award "for outstanding achievement"

'LET'S HAVE A PEOPLE'S ELECTION'

American Heritage Foundation Award

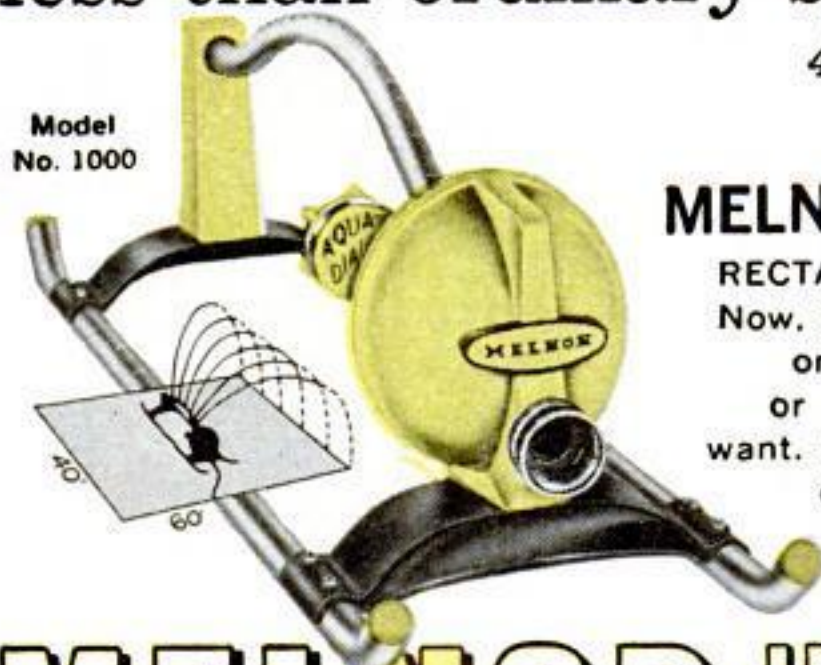
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VISION CONTINUED

To me it's all empirical. These patients come in here and learn the exercises and their eyesight gets better. What more do you want?"

Mangold is disdainful of the visual-training concept that some people with poor vision simply fail to perceive what they are looking at. "People aren't that unappreciative," he remarks. "They don't walk around in a fog all the time. When their vision improves, it must have something to do with the eye muscles."

To relax and invigorate those muscles, Bates used to suggest that the patient look at the sun, an act of self-destructive heroism since the cornea and crystalline lens act as burning glasses upon the retina. Mangold has reservations about sunning but is a strong advocate of such other Bates procedures as palming, blinking, shifting and swinging.

In palming, the patient cups one hand over one eye and the other hand over the other eye, with the fingers crossing on the forehead. Since it is impossible to see under such circumstances, the eyes are rested. There is no controversy about the fact that rest helps the eyes, but Bates managed to make restfulness controversial by ascribing fantastic cures to it.

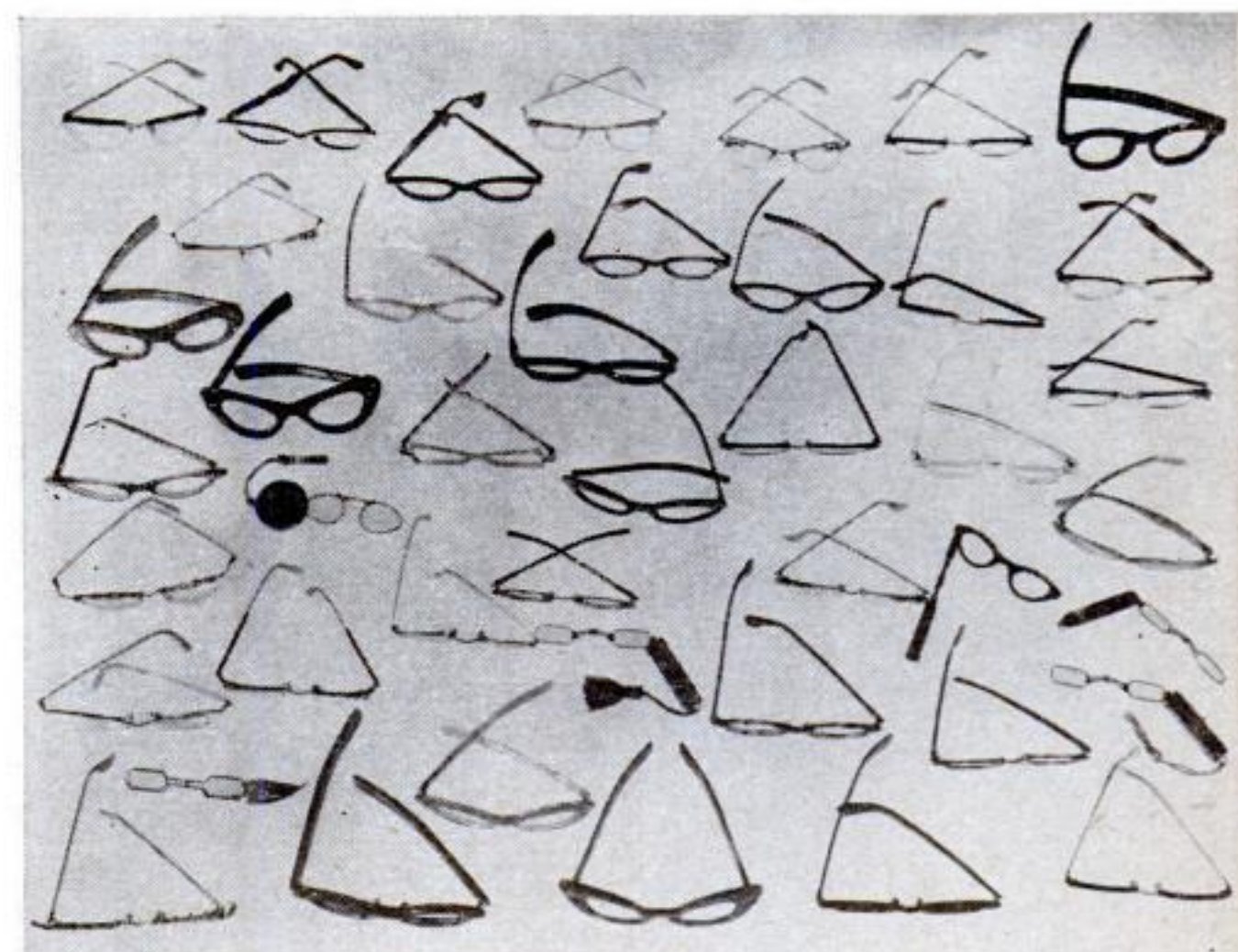
Even so rudimentary a maneuver as blinking takes on significance in the Bates method.

"If you blink properly, you won't stare so much," says Mangold. "You're not supposed to stare. You're supposed to keep blinking and keep shifting, moving your gaze rapidly and never trying to see anything more than the smallest area you can focus on. Instead of looking at a building, you look at half a brick, and shift. That's the way to see. Some people don't know how to see. They have to learn."

A good way to keep in trim for Batesian seeing is swinging, which is a body exercise not unlike an exaggeration of a golfer's pivot. The patient rotates his torso, raising first one heel and then the other, allowing the eyes to shift constantly, as the world swirls past. It is very relaxing.

During the past 20 years books written about the Bates method by satisfied customers such as Aldous Huxley and prosperous practitioners such as Harold M. Peppard have been very successful. Peppard's book, *Sight Without Glasses*, has sold more than a million copies in spite of the fact that no traditional ophthalmologist can read it without blinking, wincing and bellowing.

It is, of course, too soon to tell whether the ophthalmologists' assault on the latest unorthodoxy, visual training, will prove equally unsuccessful. In any case, the existence of 2,000 optometrists who believe that visual training can supplement and occasionally replace eyeglasses seems little cause for concern in the optical lens business. No one on either side of the controversy has predicted any mass throwing away of glasses. Sales may continue to drop on monocles, lorgnettes and pince-nez, but these losses will be more than made up by new customers for the increasingly popular contact lenses (even at \$125 to \$200 a pair) and for trifocals (which go bifocals one better by putting adjustments for three different distances into a single lens), to say nothing of traditional old lenses set in frames of ever more varied colors, shapes, sizes and styles. Ordinary vision will continue to be bespectacled vision. As far ahead as we can peer into the future, we will be peering through glass.



WIDE ASSORTMENT OF SHAPES now distinguish eyeglasses which still remain, after more than seven centuries, the basic treatment for poor vision.

New treat for kids - Mom 'n Pop-ular, too -

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Bananas . . . wholesome—and then some!



Banana Cream Pie. Slice a banana into baked pie shell. Mix your favorite pudding, cool and pour over bananas. Chill pie. Just before serving, top with mellow, golden banana slices. Delicious!

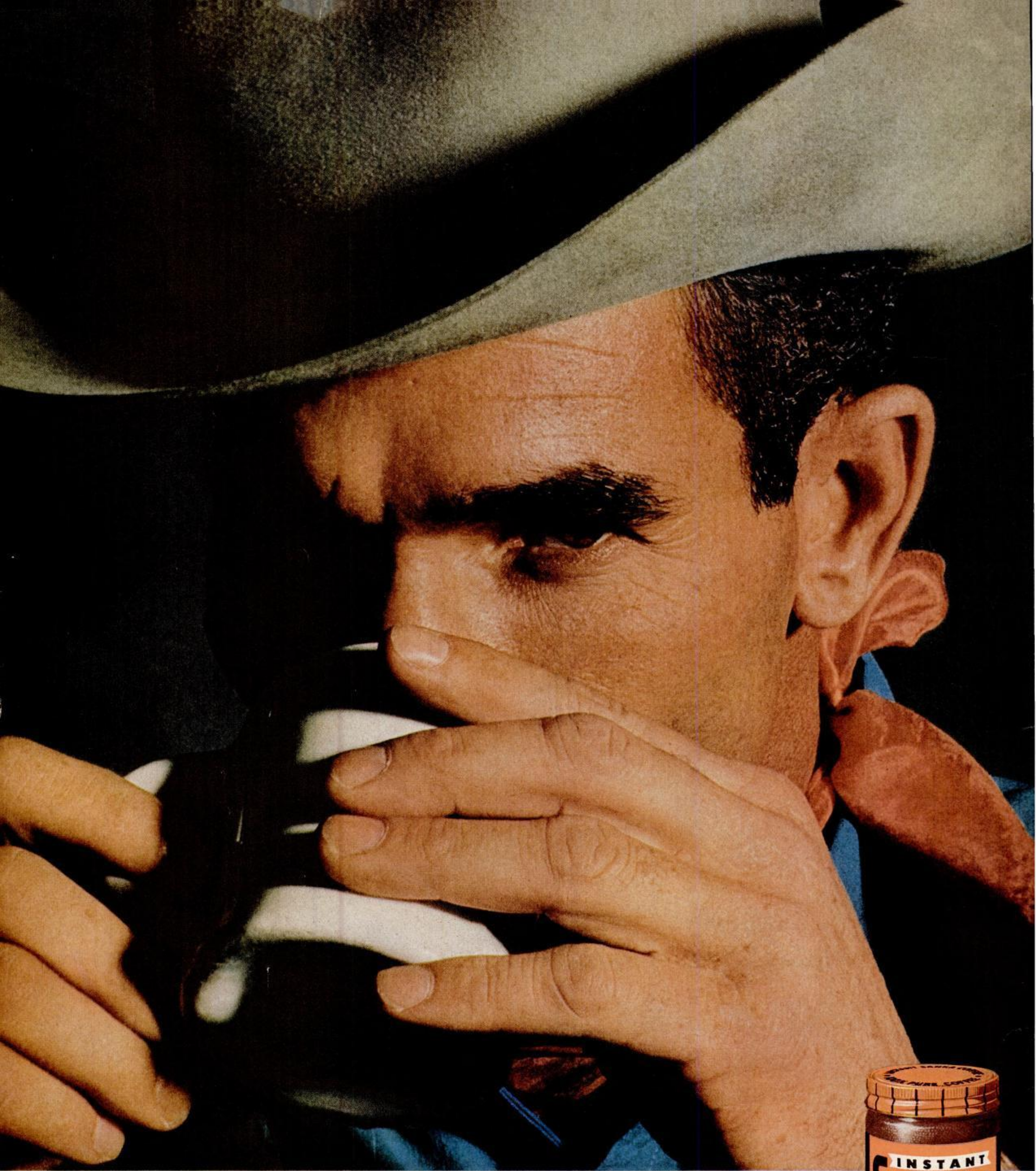


Banana Crush. It's a refreshing drink, a satisfying snack. Just mash a banana with a fork and shake with cold, cold orange juice. Or do the whole job in your blender. To your good health!

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But any way you eat bananas
Is sure to be a good 'un!
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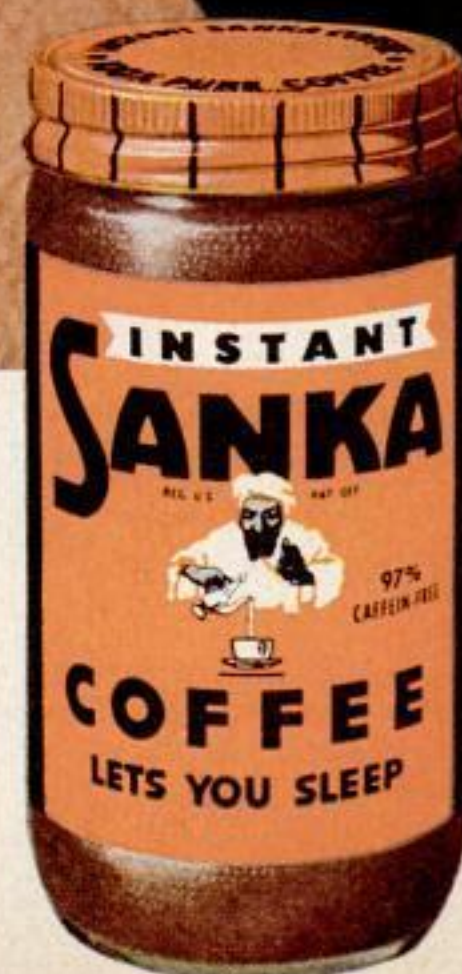
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SPLENDOR FIT FOR KINGS

Rulers of Iraq and Saudi Arabia finish an old feud with big party in Baghdad

In Baghdad by the Tigris musicians marched across gleaming marble to help set a fitting scene for two kings of the East. King Saud had come to feast and talk with King Faisal, his first time in Iraq since he ascended the throne his doughty father, Abdul Aziz ibn Saud, had won by driving Faisal's Hashemite forebears from Arabia. For a week Saud moved upon state occasions through a storied city strung with lights. Gifts were exchanged, a golden sword for Faisal, a silver palm tree for Saud. Splendid banquets, for as many as 400 guests at a sitting, were laid in burnished palaces and brodered tents (*following pages*). In public *majlis* (meeting) the kings spoke of small events, the weather and gazelle hunting, in the stilted politenesses of formal Arab usage.

But beneath all the ornate inconsequence serious business was being

done at private meetings. Both kings had lately seen a threat to their thrones in a plot against a brother king, Hussein of Jordan (LIFE, May 6). And now, though Hussein pointedly stayed away for fear of provoking his enemies anew, Saud and Faisal were meeting to consider the common danger and its sources in a combination of Communism and the aggressive nationalist-neutralism led by Nasser of Egypt. In the delicately indirect way of Arab politics no strong stand could be expected from the meeting, but it was noted that Saud's most frequent companion was Nasser's archenemy, Iraq's shrewd 69-year-old Premier Nuri as Said (*p. 144*). For the West this extraordinary reconciliation of kings—brought together by mutual anti-Communism after the 30-year family feud—could only suggest a heartening realignment of Middle East forces.



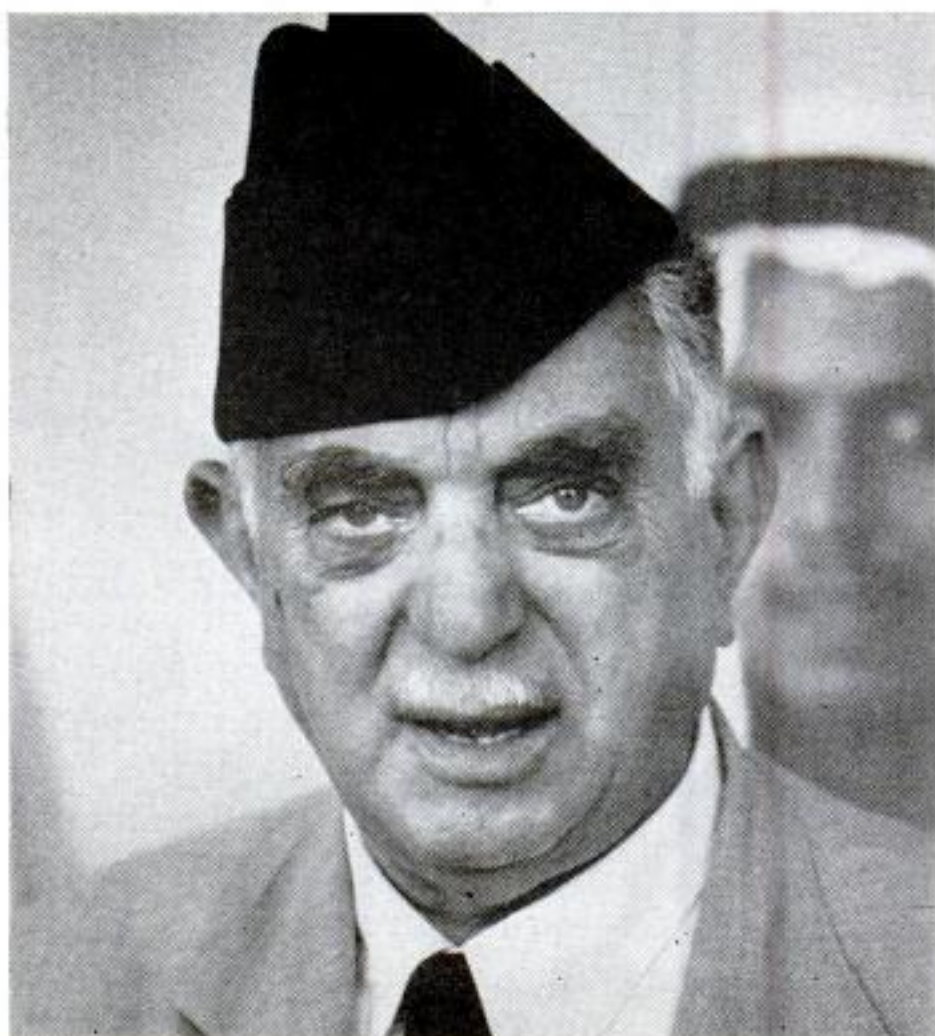
CUP OF WELCOME, cooling draughts of lemonade, are shared by newly arrived Saud and host.

Near Saud stands bodyguard, sword belts crossed under robe. Man in plumed helmet is Faisal's aide.

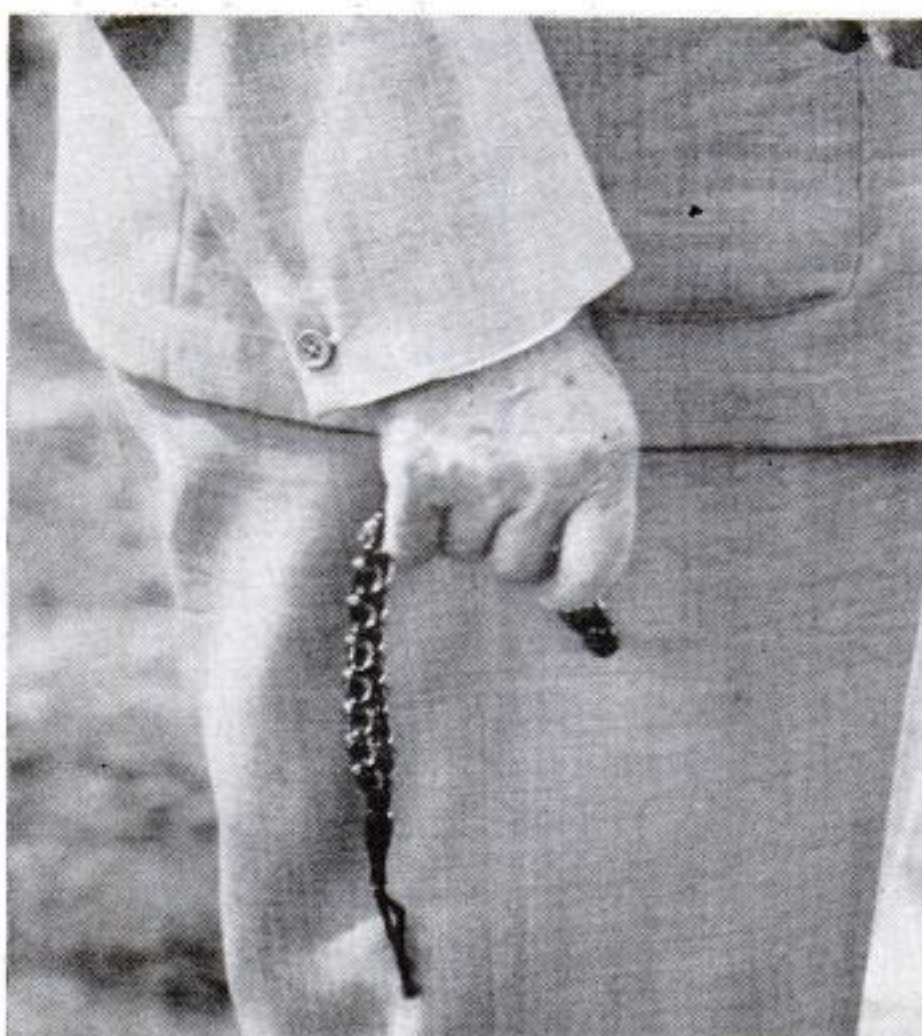


FLOODLIGHTED PALM rises like brilliant fountain over throng of guests in garden of Saudi Arabian

embassy. As return gesture for hospitality of his royal host, King Saud gave this party for 2,000.



IRAQ'S REAL BOSS, Premier Nuri, 69, has been prime minister 15 times in 40 years as politician.



Like many Arabs, Nuri constantly carries Moslem prayer beads, both for piety and to aid his thinking.



IN LIGHTED GARDEN of Faisal's Qasr al Rihad palace, the kings and royal guests banquet on lamb,



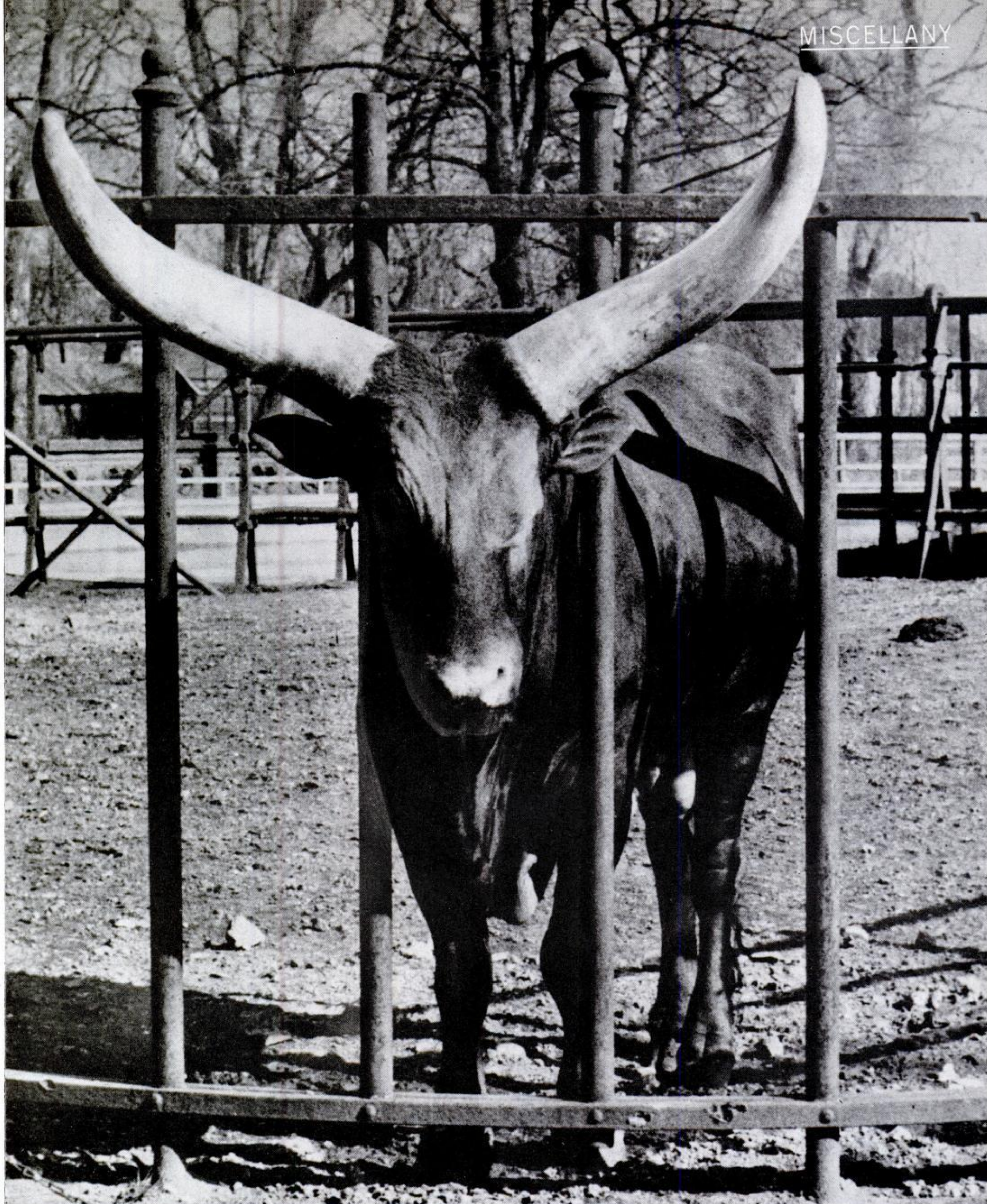


turkey and spiced rice. The tables were spread under a canvas pavilion 30 feet tall and 300 feet long.

UNDER ROYAL TENT, which bears crest of Iraq, the kings and their officials assemble to talk. Saud

(in robe) leans to speak to Faisal (beyond bowl of flowers). Nuri as Said is seated to the left of Saud.





A DILEMMA OF THE HORNS

The position that Adam, a Watusi bull, regularly gets himself into poses a dilemma of the horns at the Cologne Zoo—not for Adam but for wondering zoo visitors. The bars of Adam's pen are only one foot apart. His horns spread four feet from tip to tip. Some people coming on Adam for the first time think he must have grown up with his head

between the bars. But Adam is a bright bull. In his pen one day he turned his head sideways, stuck one horn through the bars. Then, twisting his head, he poked the other horn through, and achieved this puzzling position. To retract his horns he reverses the twists. Adam has been doing his trick for years and all that time he never once has been stuck.

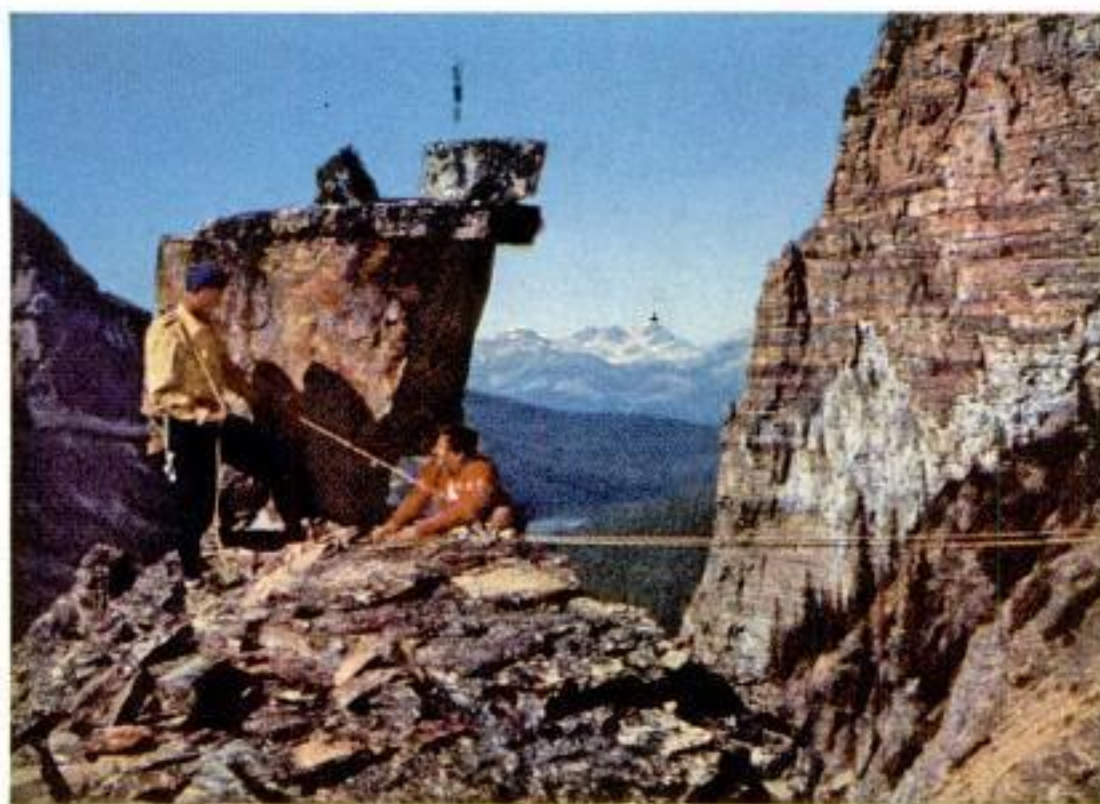
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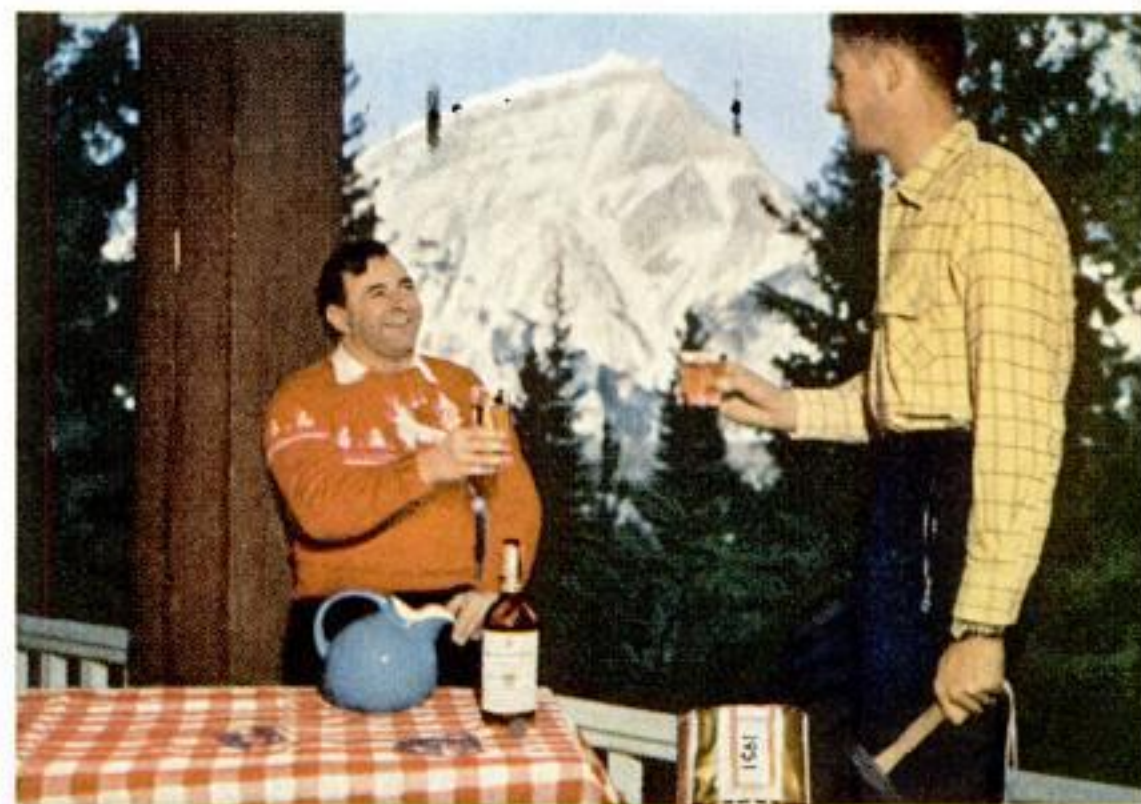
1. "Like a fly on a cobweb. That's how I felt traveling above 1800 feet of space on a tyrolean traverse in Alberta last month," writes an American friend of Canadian Club. "My guide, John Dodds, had schooled me in the traverse. 'Only way to climb that rock needle,' he'd said. He went first. Then it was my turn...and I nearly chickened out. But that rocky spire was a challenge."



2. "Rigging the aerial bridge had been John's job. It took lots of time. Fascinated by the patient engineering, I didn't have a chance to lose my nerve until I saw John on the other side. Then it was up to me."



3. "I didn't look down until I'd made it safely across. John assured me we hadn't been reckless, but I hate to think what might have happened if a rope had slipped. I insisted that we rappel down, using our ropes as friction brakes."



4. "After our steeplejacking, John's cabin in Banff looked like a palace. Complete with my favorite Canadian Club!"

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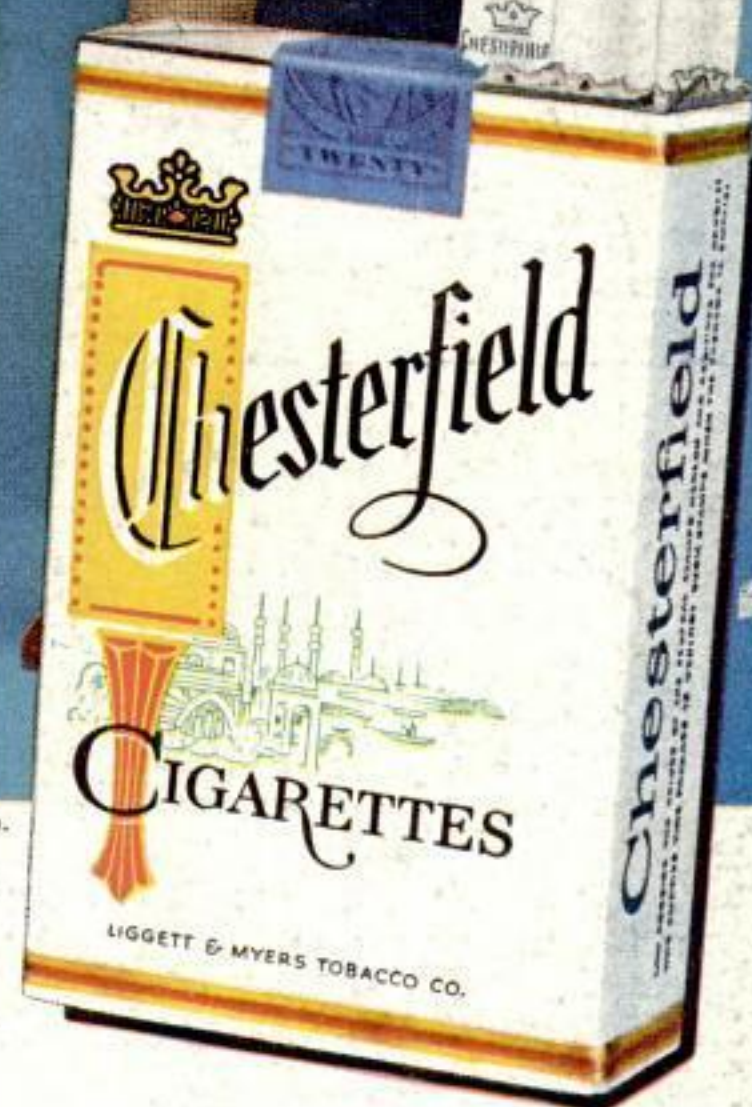
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